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JULY 31, 1950

BROADCASTING TELECASTING

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s Repulsed, Plans
ext Rate Move
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ssed by Senate
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S, Sterling Lead
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Page 21

ottsville Station
es All-Out in Client
Promotion
Page 25

ELECASTING
egins on Page 45

he Newsweekly
f Radio and
elevision.

.00 Annually
cents weekly

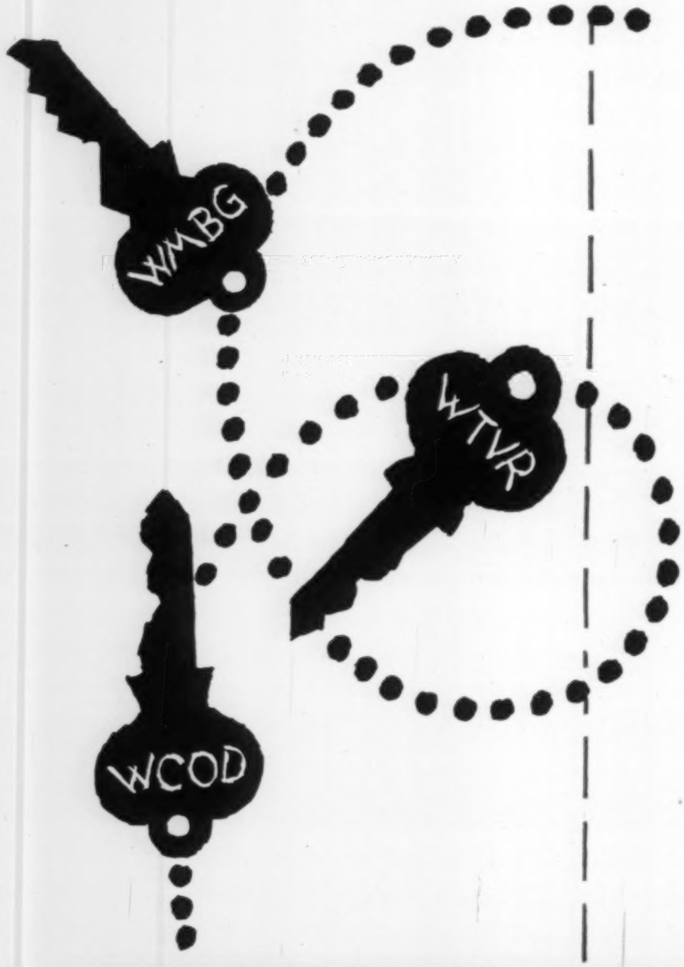
WOR has the largest audience during the day and during the night—from Maine to North Carolina—of any station in America.

during the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

Frankly, how can you not buy
WOR to sell what you want to sell?

P.S. We can qualify and improve on these statements in a very colorful and quite engaging folder which you may have by merely dropping a postcard to WOR at 1440 Broadway, in New York; or calling LOngacre 4-8000.

WOR



FOR OPENING DOORS IN RICHMOND

Looking for the right key
to open doors in Richmond?
Look no further. For the Havens
and Martin stations — Virginia's
pioneer audio and video institution —
not only open doors but are welcomed
into the hearths and homes of
Richmond's expanding community.
First to unlock the magic of radio
and television, WMBG, WTVR and WCOD
continue to show the way to getting the
most out of your national advertising
dollar in Richmond. Ask your Blair man.

Havens & Martin Stations are the *only* complete broadcasting institutions in Richmond.

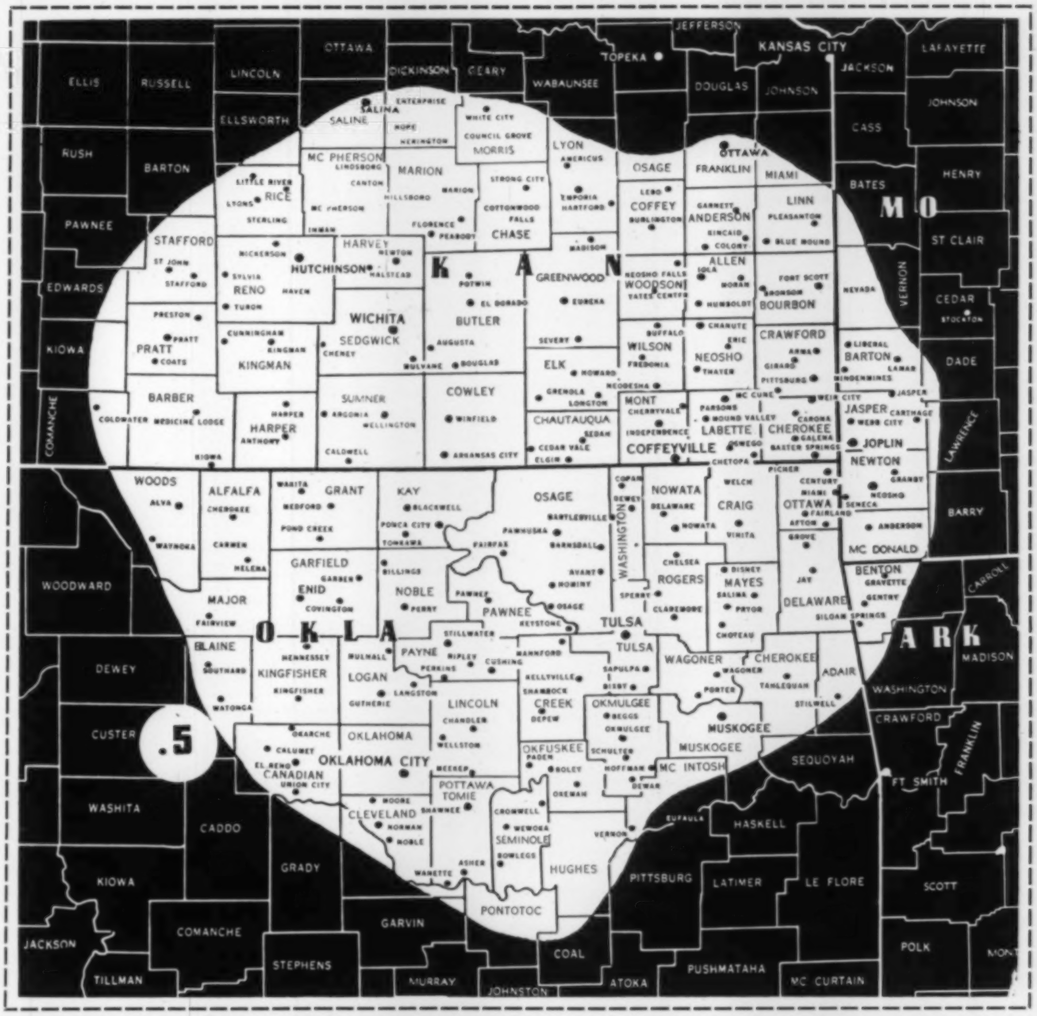
WMBG AM
WTVR TV FIRST STATIONS OF VIRGINIA
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.

10,000 WATTS IN SEPTEMBER

690 KC.

690 KC.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DOUGLAS
JOHNSON
ELLSWORTH
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FRANKLIN
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LABETTE
CHEROKEE
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LE FLORE
SCOTT
JACKSON
COMANCHE
GARVIN
PONTOTOC
COAL
POLK
TILLMAN
STEPHENS
MURRAY
JOHNSTON
ATOKA
PUSHMATAHA
MC CURTAIN

K G G F

Coffeyville, Kansas
10,000 Day-5,000 Night

The Most Powerful ABC *Station Day and Night in Kansas!*

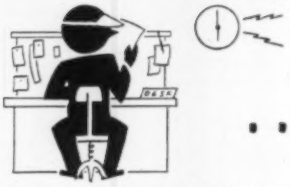
Advertisers Placing Contracts Before The Power Increase
Will Receive Present Rates with 52 Weeks Protection

OUR 20th YEAR

Represented By WEED and CO.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING



. . . at deadline

Closed Circuit

NEW PLAN for Broadcast Advertising Bureau being evolved by special NAB Board Committee (see story page 27) will extend far beyond original theme, in light of changed conditions precipitated by war-time economy. Project, to be considered at special NAB board meeting Aug. 7-8, entails appointment of important figure in advertising-public relations as bureau head, with eventual enlarged budget over current $200,000 figure.

BY-PRODUCT of foray of Assn. of National Advertisers for AM rate reduction in TV markets is expected revival of Sindlinger's Radox. Announcement shortly will be made of renewed subscriptions by certain networks to enable expansion of Radox installations in Philadelphia test market where AM can be automatically measured against three TV operations.

DESPITE nose-to-grindstone consideration of color TV issue, FCC probably won't be able to hit its preliminary target date of Aug. 1. Best inside guess now is it will be Labor Day before release of written opinion on color standards. Of course, there's always possibility, in touch-and-go war situation, that final judgment may be justifiably postponed though present work-thesis remains "business as usual."

SUBJECT of speculation is effect of war emergency on deliberations of President's Communications Policy Board headed by U. of W. Va. president and former FCC Comr. Irvin Stewart. Board, created last February, was commissioned to devise policy on spectrum allocation as between government and industry (through FCC). Because of military needs during periods of stress, it's felt that civil requirements will diminish as war effort intensifies.

NATIONAL CARBON division of Union Carbide & Carbon Corp., New York (Prestone), through William Esty, New York, preparing radio spot announcement campaign starting in September and October using about 100 markets.

REPORT of development of new recording storage tube (cathode-ray type) is arousing interest of FCC technicians working on color TV case. They think it might permit network program material sent on one set of TV standards, for instance, to be reproduced and transmitted by station which uses entirely different standards. It's described by R. C. Hergenrother of Raytheon and B. C. Gardner of Varian Assoc. in July *Proceedings of IRE.*

ANNOUNCEMENT will be forthcoming shortly that important TV station in major Eastern market beginning this fall will sign-on at 9:30 a.m. and run solid to 2 a.m. following morning, Mondays through Fridays. 16½ hour schedule will be maintained indefinitely.

MAN in charge of those pre-reorganization surveys at FCC, Charles Koblentz, who made studies which led to creation of Common Carrier and Safety-Special Services bureaus,

(Continued on page 74)

Upcoming

July 31: Television Authority-Screen Actors Guild meeting, Musicians Bldg., Hollywood.

Aug. 7-8: NAB Board meeting, NAB Hdqrs., Washington.

Aug. 7-8: NAB FM Committee-Station meeting, NAB Hdqrs., Washington.

Aug. 10-13: AFRA Convention, Sheraton Hotel, Chicago.

Aug. 14-15: NAB District 17, Benjamin Franklin Hotel, Seattle.

(Other Upcomings on page 56)

Bulletins

SERUTAN Co., New York, will sponsor 5-minute, Mon.-Fri., newscast, 12:25 p.m., and 15-minute, Mon.-Fri., newscast in period yet to be determined over 200 ABC stations. Former show effective Sept. 18, quarter-hour series Sept. 11. Serutan also renews Victor Lindlahr program, Mon.-Fri., 10:45-11 a.m. on ABC. Agency, Roy S. Durstine Co., New York.

NAB BOARD TO CONSIDER DEFENSE, BAB AUG. 7-8

(See earlier story page 27)

AT REQUEST of segment of board of directors, NAB President Justin Miller last Friday called a special meeting of full board in Washington Aug. 7-8 to consider role of radio in defense situation as well as future status of Broadcast Advertising Bureau.

NAB General Manager William B. Ryan, in announcing plans for meeting, said it would consider defense situation, separation of NAB from BAB, and relation of these two matters to series of district meetings which open with District 17 in Seattle Aug. 14-15.

Five man committee meeting on BAB urged special board session in light of national emergency after meeting with General Manager Ryan, who also recommended special session. Consideration of project looking toward formation of Broadcasters Defense Council [BROADCASTING, July 24] will include exploration of changed complexion of national economy as result of mobilization and return to partial or full wartime footing.

Current conditions, it was felt, could alter concept of BAB functions. Special board meeting will consider report to be drafted by BAB board committee chairmanned by Robert D. Swezey recommending change in scope.

BATCHER SUCCEEDS HORLE

RALPH R. BATCHER, New York electronic consultant, succeeds L. C. F. Horle as chief engineer of Engineering Dept., Radio-Television Mfrs. Assn., and manager of RTMA Data Bureau in New York effective tomorrow (Tuesday). Mr. Horle, former president of Institute of Radio Engineers, retires after 15 years' service in RTMA department. Mr. Batcher has been associated with Western Electric Co., Decatur Mfg. Co., and number of radio stations, and also has served as electron tube consultant. He has been member of IRE board of editors for 20 years.

Business Briefl

RHODES ADDS ● Rhodes Pharmacal (Cleveland (Imdrin, medical product), a Sunday period 9:30-9:45 p.m. effective Aug. for Gabriel Heatter news commentaries o MBS. Firm also renews Tuesday even sponsorship.

ANACIN SPOTS ● Whitehall Pharma Co., New York (Anacin), through John Murr Agency, New York, lining up station list radio spot campaign starting mid-August 40 markets.

ARMY SIGNS ● U. S. Army will spons *Mindy Carson Sings*, Tuesday, Thursday, S urday, 11:15-11:30 p.m. on NBC except WN New York and on Monday, Wednesday, Frid 7:45-8 p.m. on WNBC only, beginning A 17. Agency, Grant Advertising, New York

WINE CORP. PLANS ● Wine Corp. America will sponsor *Can You Top This* ABC-TV Tuesday, 9:30-10 p.m., beginning 3. Agency, Weiss & Geller, New York.

BOND SEEKS ● Bond Clothes, through agency Neff-Rogow, New York, looking news program availabilities, to start someti in August.

McFARLAND BILL HEARINGS SLATED THIS WEEK IN HOUS

IN MOVE foreshadowing delay in action revised "McFarland Bill" to reorganize F procedures (earlier story page 19), Ho Interstate & Foreign Commerce Committ leaders said Friday their radio subcommitt would open hearings this week on origi McFarland measure. Exact date not set. R Dwight L. Rogers (D-Fla.), acting chairm of subcommittee, said he expects to whip Se ate-passed bill into shape for House appro

Decision came on heels of Senate's passa of terms of McFarland Bill (S-1973) in fo of amendment to another measure (HR-425 already approved by House. Joint House-Se ate conference on HR-4251 apparently ferred, at least for present, by plans for he ings on S-1973. Hearing decision reporte reached by House Commerce Chairman Rob Crosser (D-Ohio) after talks with F officials.

In addition to S-1973, House unit also on file FCC draft of objections and revisio to McFarland bill in legislative form. T proposal also to be studied alongside Sena version, according to Rep. Crosser. Sena and House observers agreed House Comme action points way to possible enactment t session of major communications legislati Supporting claim is talk on Capitol Hill t Congress will not adjourn this year but ke in continuous session by meeting every th day. Subcommittee to conduct hearings composed of Chm. Rogers, Reps. Eugene Keogh (D-N. Y.), John A. McGuire (D-Conn George H. Wilson (D-Okla.), Thomas Underwood (D-Ky.), Carl Hinshaw (D-Calif Harris Ellsworth (R-Ore.), owner of KRN Roseburg, and James I. Dolliver (R-Iowa).

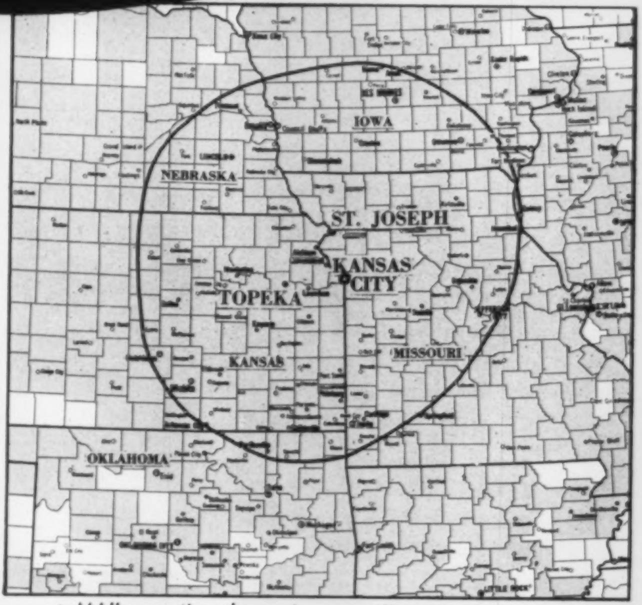
XUM

KCMO ...the ONE and ONLY

NEBRASKA
IOWA
EXPANDING MID-AMERICA
KANSAS
MISSOURI

50,000 Watt Station for Mid-America in Greater Kansas City

Cover the Metropolitan Areas of Missouri and Kansas *plus* Rural Mid-America with KCMO


IOWA
NEBRASKA
ST. JOSEPH
KANSAS CITY
TOPEKA
KANSAS
MISSOURI
OKLAHOMA

• MAIL counties shown in gray; ½ mv. contour superimposed black line

ONE Does it in Mid-America

- ONE station
- ONE rate card
- ONE spot on the dial
- ONE set of call letters

50,000 WATTS
DAYTIME
810 kc. 10,000 WATTS NIGHT

KCMO-FM...94.9 Megacycles

transit radio

Operating Transit Radio in Greater Kansas City... reach them...sell them... on their way to buy...at new low costs!

KCMO

KANSAS CITY 6, MISSOURI
Basic ABC For Mid-America

National Representative: John E. Pearson Company

WTTS and WTTV
Announce the Appointment of
Robert Meeker Associates, Inc.
as National Representatives

To the national advertiser, this means that any one of the five ROBERT MEEKER offices now can supply you quickly with facts and figures on both our AM and TV operations.

Station WTTS (5000 WaTTS—1370 K.C.) is located in the heart of the world-famous limestone center, in Bloomington, Indiana, which is also the home of Indiana University.

Bloomington is the only little city of its size (between 25 and 30 thousand) in the whole nation with its own television station.
Station WTTV affiliations include NBC-TV . . . ABC-TV . . . CBS-TV, and Dumont Television Network.

With balanced audience (rural, industrial and urban population) we offer an ideal test market at low cost.

THE SARKES TARZIAN STATIONS
WTTS WTTV
BLOOMINGTON
INDIANA

Represented Nationally by
ROBERT MEEKER ASSOCIATES, INC.
New York • Philadelphia • Chicago • San Francisco
Los Angeles (Tracy Moore)

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc
Executive, Editorial, Advertising and Circulation Offices
870 National Press Bldg.
Washington 4, D. C. Telephone ME 102

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

XUM

This is CBS in summer,

More advertisers are sponsoring more programs on CBS than on any other network — 18% more than last summer.

1950... creating

This season, 5 of the "Top 20" shows were CBS-produced. CBS produced Talent Scouts, My Friend Irma, Suspense, Crime Photographer, Luigi

"top 20" programs

[illegible] in [illegible] and class: comedy, variety, drama, quiz, music.

for '51

EVN

	SUNDAY				MONDAY				TUESDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
6:00 PM	Adam Hats Drew Pearson (226) R	Main St. Music Hall	Singing Marshal	Catholic Hour S	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Servi
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"	"	You and — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"
6:30	Speaking of Song	C-P-P, The Steve Allen Show (152) R	Cudahy Packing Nick Carter (317)	Western Caravan S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"
6:45	"	"	"	"	"	Griffing Bancroft News S	"	Sun Oil Co. 3-Star Extra (34)	"	Griffing Bancroft News S	"	Sun Oil Co. 3-Star Extra (33)	"
7:00	Voices That Live S	Amer. Tob. Co. Guy Lombardo Orch. (181) R	Affairs of Peter Salem	$1000 Reward S	Co-op Headline Edition (53)	Garry Moore Show	Co-op Fulton Lewis jr. (302)	Miles Labs. One Man's Fam. (147) H R	Co-op Headline Edition (53)	Garry Moore Show	Fulton Lewis jr (302)	Miles Labs. One Man's Fam. (147) H R	Co-op Headline Editi (53)
7:15	"	"	"	"	Co-op Elmer Davis (46)	"	Miscellaneous Program S	Miles Labs. News of World (149)	Co-op Elmer Davis (45)	"	Miscellaneous Program S	Miles Labs. News of World (127)	Co-op Elmer Davis (45)
7:30	Amazing Mr. Malone S	Hit The Jackpot	Under Arrest S	The Saint S	General Mills Lone Ranger (175) R	Stepping Out S	Noxzema Gabriel Heatter (84)	Echoes From Tropics S	Counter-Spy (274)	Stepping Out S	Rhodes Pharm. Gabriel Heatter (155)	Echoes From Tropics S	General Mills Lone Ranger (175)
7:45	"	"	"	"	" •	American Oil Larry Lesueur (73)	I Love A Mystery S	Pure Oil Co. Kaltenborn (30)	"	American Oil Larry Lesueur (73)	I Love A Mystery	Pure Oil Co. Kaltenborn (27) RR	" •
8:00	Stop the Music S	Coca-Cola Percy Faith & Orch. (180)	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (166) H	Ethel & Albert S	Bromo Seltzer Hollywood Star Pl'house (157) R	B-Bar-B Riders	A A of RR's Railroad Hour (165)	Paul Whiteman Presents	Sterling Drug Mystery Theater (150) R	Count of Monte Cristo S	Who Said That? S	Dr. I. Q. (55)
8:15	Stop the Music (196)	"	"	"	"	"	"	"	"	"	"	"	"
8:30	Stop the Music (171)	Much About Doolittle	Enchanted Hour	U.S.Steel Summer Symph.	General Motors Henry Taylor (264)	Broadway Is My Beat	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)	Gentleman of the Press S	C-P-P T'thPwdr. Satan's Waitin' (152) R	Official Detective S	Lewis-Howe Starlight Concert (165)	Cliche Club Walter Kiernan S
8:45	Old Gold Stop the Music (173)	"	"	"	Joe Hasel S	"	" •	"	"	"	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Rate Your Mate	Opera Concert	"	Tex Beneke	Too Many Cooks	Murder By Experts S	Bell Telephone Telephone Hour (153) R	Co-op Town Meeting (56)	Wm. Wrigley Romance (172)	John Steele Adventurer	Gen. Mills Penny Singleton Show (153)	Detour
9:15	Andrew Jergens Louella Parsons (204)	"	"	"	"	"	"	"	"	"	"	"	"
9:30	Cross Roads	Philip Morris Horace Heidt (172)	The Little Symphonies S	Top Secret	Solo Soliloquy S	Granby's Green Acres	Murder at Midnight	Cities Service Band of America (90) N	Chr. Sc. Monitor Views the News R	Philip Morris Candid Microphone (149)	Mysterious Traveler	Presenting Charles Boyer S	Chandu
9:45	"	"	"	"	"	"	"	"	Fine Arts Quartet S	"	"	"	"
10:00	Jimmy Blaine Show	Carnation Co Contented Hour (161)	This Is Europe	Eversharp Take It or Leave It (164)	United—or Not?	Leave It To Joan	A. F. of L. Commentators (146)	Night Beat	Time For Defense S	Straw Hat Concert	A. F. of L. Commentators (145)	Lever Bros Big Town (134)	Lawrence Welk (28)
10:15	Love Letters Set to Music	"	"	"	"	"	Co-op Newsreel	"	"	"	Co-op Newsreel	"	"
10:30	Co-op Jackie Robinson	Dance Orchestra S	War Review	Pet Milk Bob Crosby (149)	This Is My Song	Dance Orchestra S	Dance Orchestra	Cloak & Dagger S	Chamber of Commerce, This Is Our Town	Dance Orchestra	Dance Orchestra	Brown & Wmsn. A Life In Your Hands (166)	On Trial S
10:45	Sokolsky S	"	Flavoured With Flutes	"	"	"	"	"	AFofL As We See It	"	"	"	"

DAYTIM

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Red Foley S	No School Today S	Co-op News	(Network Opens 10 A M)	Down Homers
9:15	"	E. Power Biggs S	"	Wormwood Forest S	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"	"	Barnyard Follies S	"	Down Homers S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music S	"	"	Tennessee Jamboree	Clevelandaires S	"	"	"	TBA
9:45	"	Paul Robert Chorus	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)	Philco Corp. Breakfast Club (24)	"	"	"	"	Garden Gate	"	Coffee In Washington S
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S	Sterling Drug My True Story (204) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)	"	Carnation Family Party (95) R	Miscellaneous Program S	TBA
10:15	"	"	"	"	"	Pillsbury & Wildroot, Arthur Godfrey (170) R	Faith Our Time S	"	"	"	"	TBA (Eff. July 8)
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Art of Living S	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Campbell Soup Double or Nothing (32)	"	Look Your Best	News	Pet Milk Mary Lee Taylor (150)
10:45	"	Church of Air S	"	Morning Serenade S	Serutan John B. Kennedy (69)	National Biscuit Arthur Godfrey (173) R	"	"	"	"	Helen Hall	"
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)	Tips, Quips & Tunes S	Liggett & Myers Arthur Godfrey (186) R	Co-op Behind the Story	Terkel Time	Junior Junction S	Cream of Wheat Let's Pretend (154) *	Coast Guard Band	Mind Your Manners S
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	The UN Is My Beat	"	"	Co-op G. Heatter's Mailbag	Report From Pentagon *	"	"	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S	Quick as a Flash (206)	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins Jack Berch (139)	At Home With Music S	Lever-Rayve Junior Miss (173)	Hoosier Hotshots	Brown Shoe Ed McConnell Start 8 12 (163)
11:45	"	"	"	Campana Solitair Time (20)	"	P & G Rosemary (136)	Bob Poole	Babbitt David Harum (58)	"	"	"	"
12:00 N	Festival of Music S	Invitation To Learning S	College Choirs	American Forum of the Air S	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service	101 Ranch Boys S	Armstrong Cork Theater of T'day (174)	Man On Farm	Barriault Washington News
12:15 PM	"	"	"	"	" •	Lever Bros. Aunt Jenny (83)	Gulf Oil Lanny Ross	No Net T-Th.-F Echoes Tropics S Mon-Wed	"	"	"	Public Affairs S
12:30	Piano Playhouse	People's Platform S	Mutual Chamber Music S	The Eternal Light S	Out of Service	Whitehall Helen Trent (166)	Miscellaneous Program	Hometowners Mon.-Th.	American Farmer S	Pillsbury Mills Grand Cen Sta (153) *	Dance Orchestra	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"	"	Whitehall Our Gal Sunday (169)	Burrus, Lt. Crust Dough (MWF)	"	"	"	"	"
1:00	Sammy Kaye Sunday Serenade S	Charles Collingwood S	News	America United S	Co-op Baukhage (92)	P & G Big Sister (141)	Co-op Cedric Foster	Luncheon with Lopez S	Navy Hour S	Armour Stars Over Hollywood (181	News S	Allis-Chalmers Natl. Farm & H. Hour (165)
1:15	"	Elmo Roper S	Organ Moods	"	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	"	"	"	Jerry & Skye S	"

1:30
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XUM

FOR AUGUST 1950

	ESDAY		THURSDAY				FRIDAY				SATURDAY				
ABC	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
t in Servi	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Albert Warner S	News Bancroft S	Harmony Rangers	News	6:00 PM
"	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	Cliff Cameron	Correspondents Scratch Pad S	"	On the Line Bob Considine S	6:15
"	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	Harry Wismer	Red Barber Sports	Al Helfer	Living 1950 S	6:30
"	"	Sun Oil Co. 3-Star Extra (33)	"	Griffing Bancroft News S	"	Sun Oil Co. 3-Star Extra (32)	"	Griffing Bancroft News S	"	Sun Oil Co. 3-Star Extra (33)	Remember	News L. Leseuer S	Music	Voices & Events S	6:45
Co-op dline Editi (53)	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (147) H R	Co-op Headline Edition (53)	Garry Moore Show	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (147) H R	Co-op Headline Edition (53)	Garry Moore Show	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (147) H R	Dell Trio	TBA	Hawaii Calls S	"	7:00
Co-op mer Davis (46)	Miscellaneous Program S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)	"	Miscellaneous Program S	Miles Labs. News of World (126)	Co-op Elmer Davis (46)	"	Miscellaneous Program S	Miles Labs. News of World (139)	Co-op Bert Andrews	"	"	"	7:15
neral Mills ne Ranger (175)	Gabriel Heatter S	Dance Orchestras S	Counter-Spy (274)	Stepping Out S	Gabriel Heatter S	The Playboys S	General Mills Lone Ranger (175)	Stepping Out S	Gabriel Heatter S	Dance Orchestras S	Buzz Adlam	R J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Joe Di Maggio Show S	7:30
"	I Love A Mystery	Pure Oil Co. Kaltenborn (31)	"	American Oil Larry Lesueur (73)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)	"	American Oil Larry Lesueur (73)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)	"	"	7:55-8 Kennedy S	"	7:45
Dr. I. Q. (55)	The Hidden Truth S	Gen. Mills Dangerous Assignment (162)	Casebook of Gregory Hood S	The Line-Up	California Caravan S	The Quick and the Dead S	Norwich Pharm. Fat Man (136) R	Philip Marlowe	Bandstand U.S.A. S	Stars and Starters S	Dixieland Jazz Bands S	Wrigley Gene Autry (170)	Ronson Metal 20 Questions (501)	Dance Bands S	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
liche Club lter Kiernan S	International Airport	Kraft The Falcon (155)	Inner Sanctum	Whitehall Mr. Keen (151) R	Mr. Feathers S	Advance Release	Equitable Life This Your FBI (221) R	Up For Parole	Music	Gulf Refining We the People (115)	Hollywood Byline S	T Man	Take A Number	"	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Detour	2,000 Plus S	Bristol Myers Break the Bank (166)	Old Gold Orig Amateur Hour (173)	Somebody Knows	Limerick Show S	Cass Daly	Heinz Thin Man (207)	Songs For Sale	Air Force Hour S	Gen. Mills Dimension X (136)	Norman Brokenshire Show	Gangbusters S	True or False S	Amer. Tob. Co. Your Hit Parade (165) R	9:00
	"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Chandu	Family Theatre S	Bristol Myers Dist. Attorney (166)	"	Philip Morris Crime Photog. (150)	Vincent Lopez Show S	Blatz Brewing Duffy's Tavern (160)	Pac. C. Borax The Sheriff (191)	"	Co-op Meet the Press	Confidentially Yours, with Jack Lait S	Music By Bovero	Dance Orchestra	Lombardo USA S	Gen. Mills Tales of the Texas Rangers (136)	9:30
"	"	"	Paul Harvey S	"	"	"	Ch. Spark Plug Roll Call (215)	"	"	"	"	"	"	"	9:45
rence Welk (26)	A.F.of L. Commentators (146)	Am. Cig. & Cig. The Big Story (172)	Author Meets Critics S	Johnny Dollar	A. F. of L. Commentators (146)	Dragnet L&M-Fatima (145) H	Claremont Hotel	Phillips Petro. Rex Allen Show (66)	A. F. of L. Commentators (146)	Wanted S	Martinique Orchestra	Sing It Again S	Chicago Theatre of the Air S	Basin Street S	10:00
"	Co-op Newsreel	"	"	"	Co-op Newsreel	"	"	Richfield Escape (35)	Co-op Newsreel	"	"	"	"	"	10:15
On Trial S	Dance Orchestra S	Rexall Rich. Diamond (166)	Murder & Music S	Rosefield Skippy Hollywood Theater (66)	Dance Orchestra	Gen. Mills Sara's Private Caper (138)	Steel Pier Orchestra	Capitol Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (76)	Saturday At the Shamrock	Carter Prod. Sing It Again (135)	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	"	"	George Barnes	"	"	"	"	"	"	Pro & Con S	"	Sing It Again S	"	"	10:45

SUNDAY		MONDAY - FRIDAY				SATURDAY			
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Lutheran Hour (Lutheran)	U of Chicago Round Table S	(Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S	Roger Dann S	Toni Co. Give and Take (150)	Barn Dance S	TBA
"	"	Co-op Art Baker's Notebook	P & G Guiding Light (144)	Ralston Checkerboard Jamboree	Manhattan Soap We Love and Learn (162)	"	"	"	"
Music with Trendler	NBC Theatre S	Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (34)	Miles Labs Ladies' Fair (438)	Campbell Soup Double or Nothing (132)	Operetta Matinee S	Hormel & Co Music with H. Girls (62)	"	TBA
"	"	"	P & G Perry Mason (147)	(Also Baseball until 4 p.m.) "	"	"	"	"	"
Co-op Bill Cunningham (55)	"	Chance of Lifetime	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	General Mills Live Like A Millionaire (74)	"	Gen. Foods Baseball (75)	Bands for Bonds*	U.S. Army Band S
Veteran Wants to Know S	"	"	P & G Brighter Day (106)	"	"	"	2:30-5 Alternate Weeks Dance Music	"	"
Treasury Variety Show	The Truitts S	Bride & Groom (221)	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)	Concert of American Jazz	Report From Overseas	Dunn On Discs	Hollywood Bowl Concerts
"	"	"	Miles Labs. Hilltop House (139)	"	P & G Road of Life (152)	"	Adventures in Science	"	"
Hashknife Hartley	The Quiz Kids S	Hannibal Cobb	Pillsbury House Party 8/29 (151)*	"	P & G Pepper Young (155)	Where There's Music S	CBS Farm News	"	"
"	"	"	"	"	P & G Right to Happiness (152)	"	Dance Music	"	"
General Foods Hopalong Cassidy (482)	Diagnosis Homicide	Green Spot Surprise Package (68)	Co.-Palm.-Peet Strike It Rich (38) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	Old, New, Borrowed, Blue S	"	Caribbean Crossroads	TBA
"	"	Surprise Package S	"	"	Sterling Drug Stella Dallas (146)	Horse Races S	"	"	"
U.S. Tobacco Wm Gargan Private Investgr (388)	High Adventure S	Conv. with Casey	Treasury Bandstand	B&D Chucklewagon	P & G Lorenzo Jones (144)	Treasury Bands S	TBA	Sports Parade S	Slim Bryant
"	"	Ted Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (146)	"	"	"	"
Grove Labs (420) The Shadow	The Big Guy S	Fun House	M-T-W The Chicagoans Thur.-Fri. ~~St. Louis Mat~~	Mert's Record Adv. M-F ½ hr.	General Foods When Girl Marries (83)	Tea & Crumpets S	Dance Orchestra	True or False	"
"	"	"	"	National Biscuit Tues.-Thurs. S Arrow (343)	General Foods Portia Faces Life (92)	"	Horse Races	"	Herman Hickman
Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)	(See Footnotes)	Top Tune Time	B Bar B* M.T.Th.F.	Whitehall Just Plain Bill (61)	"	Dance Orchestra	Radie Harris (Dewey) (50)	Pabst Sportscast (154)
"	"	"	Miles Labs. Curt Massey Time (141) R	"	Whitehall Front Page Farrell (60)	Club Aluminum Club Time	"	Twin Views of News	"

Explanatory: Listings in order: sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast. TBA to be announced. Time is EDT.

ABC

12:25-12:30 PM Mon.-Fri., Toni on 225 stations.

7:30-7:35 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, [illegible] stations.

5:30-6 PM Mon., Wed., Superman.

5:30-6 PM Tues., Thur., Space Patrol.

5:30-6 PM Fri., Green Hornet.

7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

11:00-11:05 AM Sat., Seeman Bros. Bill Shadel News, 170 stations.

12:55-1:00 PM Sat., Pillsbury Mills, Inc. Cedric Adams, 153 stations, st. 8/28 M-F 3:55-4 PM.

MBS

8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

2-5 PM Sat., Baseball Game of the Day heard in Midwest.

5:30-6 PM Wed., Challenge of Yukon.

NBC

8-8:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co., 35 stations.

8-8:15 AM Sat., This Farming Business, Skelly Oil Co.

11:30-11:35 AM Mon.-Fri. Art Van Damme Quartet.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

July 31

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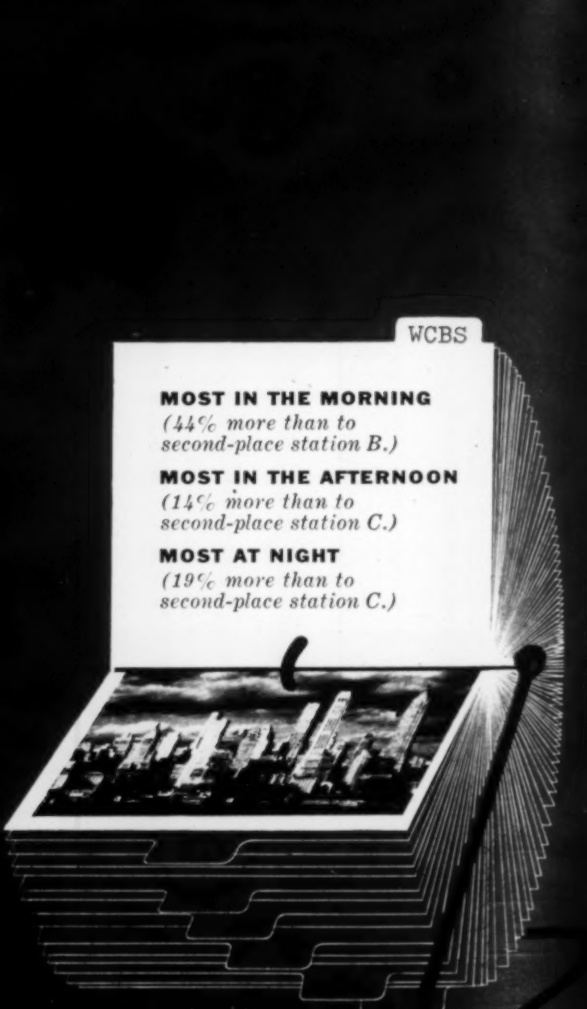
XUM

New [illegible]

[illegible]



WCBS

MOST IN THE MORNING
(44% more than to second-place station B.)

MOST IN THE AFTERNOON
(14% more than to second-place station C.)

MOST AT NIGHT
(19% more than to second-place station C.)

[illegible] of N.Y. [illegible]

new business

MAJESTIC MFG. Co., St. Louis (combination range), appoints Warner Schulenburg, Todd & Assoc., same city, to direct advertising. Radio will be used.

SKINNER & PELTON, Chicago (Silavox, TV earphone attachment), names Gourfain-Cobb, same city, to direct advertising. Radio-TV spots will be used.

WOLVERINE POTATO CHIP Co., Detroit, Mich., appoints Ruse & Urban, same city, to direct advertising. Radio-TV will be used. **Florentine Urban** account executive.

MASTERPIECE REPRODUCTIONS Co., N. Y., appoints Grayson Assoc. Inc., same city, to direct advertising for its series of 48 color reproductions of famous paintings. Radio-TV will be used. Arnold J. Deutschman, account executive.

GLAMOUR PRODUCTS Co., L. A. (Vitrex, dietary supplement), appoints O'Brien & Dorrance Inc., N. Y., to direct advertising. TV will be used in N. Y. and East Coast markets. William R. Seth account executive.

BRISTOL-MYERS, N. Y. (Ipana), seeking spot TV availabilities on interconnected TV stations. Agency: Doherty, Clifford & Shenfield, N. Y.

NEWSPAPER GUILD OF NEW YORK appoints Arista Adv. Co. Radio will be used.

VITALIS HAIR DRESSING lining up availabilities before and after football games in scattered markets. Agency: Doherty, Clifford & Shenfield, N. Y.

AMERICAN CHICLE Co., N. Y., appoints Dancer-Fitzgerald-Sample, N. Y., to direct advertising for new product, as yet unnamed, to start in fall, and include radio-TV spots.

TELEVISION FAIR, Hartsdale and Pleasantville, N. Y., appoints Bobley Co., N. Y., to direct campaign including radio. Lloyd S. Howard is account executive.

SUPPLEE SEALTEST, Phila. (Sealtest fruit salad cottage cheese), names N. W. Ayer & Son, same city, to direct advertising. Campaign to start in Phila., Southern N. J. and Del. markets. Radio-TV will be used.

ECLIPSE SLEEP PRODUCTS Inc., N. Y. (mattresses), starts radio-TV campaign Aug. 15. Radio participation will be used in N. Y., Phila., Washington, Boston, and other East Coast major markets, with firm looking for availabilities. TV participation will be used in N. Y. Agency: E. T. Howard Co. Inc., N. Y.

Network Accounts . . .

CARNATION Co., N. Y. (evaporated milk), to run series one-minute spots on six Alaska Broadcasting System stations, beginning Aug. 1 for 22 weeks. Agency: Erwin, Wasey & Co., N. Y., through Duncan A. Scott & Co., West Coast representative.

MANHATTAN SOAP Co., N. Y., starts *One Man's Family* on NBC-TV, Sat., 7:30 p.m. Agency: Duane Jones Co., N. Y.

SEEMAN BROTHERS Inc., N. Y. (Air-Wick), Oct. 5 starts *I Cover Times Square*, ABC-TV Thurs., 10-10:30 p.m. Agency: William H. Weintraub & Co., N. Y.

BUICK Motor Div., Flint, Mich., to sponsor hour long TV show (as yet undecided) on CBS-TV, Wed., 9-10 p.m. starting in 1951. Agency: Kudner Agency N. Y.

PURE OIL CO., Chicago to sponsor *Who Said That?*, NBC-TV co-op, on stations in Chicago, Cincinnati, Dayton and Columbus from Sept. 11; in 11 other markets from Oct. 2 for 13 weeks. Most telecasts will be live [CLOSED CIRCUIT, July 10]. Agency: Leo Burnett, Chicago.

HOME CRAFT PUB. CO. sponsors *The Wrestling Science*, new five-minute show, over 18 stations DuMont TV network following Chicago matches Saturday nights. Agency: Huber Hoge & Sons, N. Y.

PROCTER & GAMBLE, Cincinnati (Camay, Tide), to sponsor hour-long musical comedies and operettas on NBC-TV, alternate Mon., 9:30-10:30 p.m., starting Oct. 2. Bernard Schubert package. Agencies: Pedlar & Ryan and Benton & Bowles, both N. Y.

Adpeople . . .

CURTIS H. GAGER, director and vice president General Foods, takes over operating responsibilities for Franklin Baker, Maxwell House, Jell-O, Pectin, Minute products, electric cooker division and General Foods Ltd. **CHARLES G. MORTIMER Jr.**, director and vice president in charge of marketing, including advertising, assumes responsibility for Birds Eye-Snider, seafoods and Bireley's divisions.

HADACOL CARAVAN
Headed by Sen. LeBlanc

GOOD-WILL tour of 3,000 miles will be launched Aug. 21 by State Sen. Dudley J. LeBlanc, president of LeBlanc Corp., Lafayette, La., producer of Hadacol tonic. The promotion caravan, with entertainers and circus trappings as well as top movie and radio talent, will be staged at a claimed cost of $250,000.

The caravan will visit a long list of southern cities. A hundred trucks loaded with a million dollars worth of Hadacol will be delivered en route. Talent includes Mickey Rooney, Roy Acuff, Minnie Pearl, Sharkey's Dixie Land Band, animal acts and a calliope as well as floats. Beauty contests will be held in a number of cities and baseball parks have been reserved. Hadacol boxtops will be the only admission required. Accompanying Sen. LeBlanc, president pro tem of the Louisiana Senate, will be about 50 legislators.

LeBlanc Corp. is spending $400,000 a month on advertising, including 502 stations carrying from four to 16 spots a day. The product is distributed in 22 states. Special radio and newspaper schedules will be used 10 days preceding arrival of the caravan, with a minimum of 30 spots a day in key cities. Television shows are being signed for presentation prior to the presentations. Hadacol agency is Hedrick & Towner, Houston. Sales of the product are said to be $2 million a month.

First
in Dollar Value
in
NASHVILLE
Because
WKDA
Delivers the Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE — MONTHS: Jan.-Dec., 1949

Total Coincidental Calls—This Period-

INDEX	HOMES USING SETS	WKDA	"A"	"B"	"C"	"D"
Total Rated Time Periods	25.3	21.7	26.1	22.0	18.3	10.1

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC • SPORTS • NEWS

TWO TOP
CBS STATIONS

TWO BIG
SOUTHWEST MARKETS

ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

agency

ROBERT GUILBERT, NBC Chicago continuity editor and continu acceptance chief since May 1949, to J. Walter Thompson Co., C cago, Aug. 1 as assistant in radio-TV department.

PAUL R. FERWERDA, president Ferwerda-Boone Inc., N. Y., to Vic A. Bennett Co., N. Y., as account executive and member plans board.

ALBERT SKOLNIK, Doherty, Clifford & Shenfield Inc., N. Y., to med department Ted Bates Inc., N. Y.

WALTER H. SMITH, Curtis Pub. Co., to Kastor, Farrell, Chesley & Cl ford, N. Y., as merchandising executive.

CHARLES LONSDALE, Fuller, Smith & Ross, Cleveland, to Meldrum Fewsmith, same city, as radio-TV timebuyer.

ROGER A. PURDON, copy supervisor, Kenyon & Eckhardt, N. Y.,

on all accounts

WHEN he was 11 years old, Arnold Z. Rosoff, partner and treasurer of Arnold & Co. Inc., Boston advertising agency, made his first business venture —a postage stamp company. The enterprise failed, however, when his investment of 25 cents and several albums of stamps went down the drain with an unscrupulous partner who invested neither stamps nor money.

Nevertheless, Arnold now feels the 25 cents was well invested, serving as an object lesson in sharpening his business acumen.

That the lesson was a lasting one is borne out by the fact that Arnold has added a number of outstanding successes to his credit during his tenure with Arnold & Co.

One of his most notable jobs was creation, in collaboration with members of his staff, of the "Bonded Flavor" campaign for Old Monastery Wine Co., Fresno, Calif. This promotion, in four months, raised the sale of Old Monastery Wine over 32%.

He also enjoyed similar success on a summer campaign for smoked shoulders for Colonial Provision Co. which raised the sale of an already well-established item over 43%.

Another bright spot in Arnold's record is his work on the Port of Boston "Straight-Line Shipping" campaign which was credited with raising the port's business index to the highest level in its 300-yea history.

Arnold is also responsible fo servicing accounts for Dainty D Hosiery, National Creamery Co., Deran Confectionery Co., Colonia Provision Co., Community Produ Co., Home Owners Federal Saving Bank, Morgan Bros. Creameries, Beacon Press and Kent Clothin Mfg. Co.

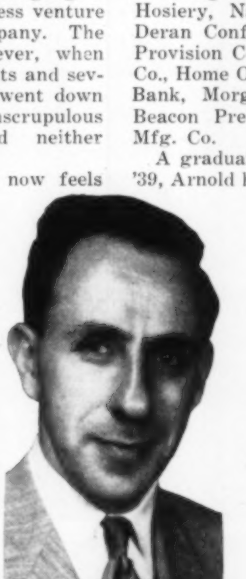
A graduate of Harvard, class '39, Arnold had but a brief aquaintance with the busi ness world when th Army claimed hi services in 1941. H entered as a privat and returned to Boston four years late as a major.

Convinced there was a need for a progressive, youthful advertising agency i Boston, he formed partnership in 19 with Oscar E. Rudsten, creating Arnold & Co. Inc.

Responsible for majority of hi firm's large accounts, Arnold als directs all new business activity and handles the administrative duti of the organization.

Though confronted with a busy schedule, he finds time to take a active part in the Radio Executive's Club of Boston and the Boston Advertising Club. He is major in the Air Force Reserve.

Arnold and his wife, the former Billie Tanner of Monroe, La., whom he met and married while in th armed forces, have three daughters, Leslie Karen and twins Lor Ann and Lyn Ellen.



ARNOLD

beat

William H. Weintraub & Co., N. Y., as group copy chief for Schenley, Kaiser-Frazer, Air-Wick and others.

GLENN WILSON to Morey, Humm & Johnstone, N. Y., in copy department was with Denson-Frey Affiliates and TV Features Inc.

JOHN R. MAZEY, copy contact department, Fuller, Smith & Ross, N. Y., to Erwin Dinion & Co., N. Y., as account executive.

RUDY SCHRAGER, assistant music director CBS *Lux Radio Theatre* for J. Walter Thompson Co., Hollywood, named music director. Replaces Louis Silvers, resigned [BROADCASTING, July 17].

FRANK J. O'HARE, assistant production manager Dorland Inc., N. Y., named production manager.

PAUL H. WEISS, vice president in charge of copy and public relations, and **CRESCENT A. RAGONA**, vice president and account executive, appointed limited partners Flint Adv. Assoc., N. Y.

SUSAN TOURS to Davis & Co., L. A., as time and space buyer, succeeding **ROBERT J. DAVIS Jr.** who devotes fulltime to supervising agency TV operations.

STOCKTON-WEST-BURKHART Inc., Cincinnati, opens N.Y. office at 501 Madison Ave., handling radio-TV time buying and general contact.

EDWARD B. HARVEY, director radio-TV Geare-Marston Inc., Phila., elected vice president Jr. Chamber of Commerce there.

AD KLEIN, advertising manager Langendorf United Bakeries, rejoins Biow Co., S.F., as account executive.

FRED WITTNER ADV., N. Y., elected to American Assn. of Adv. Agencies.

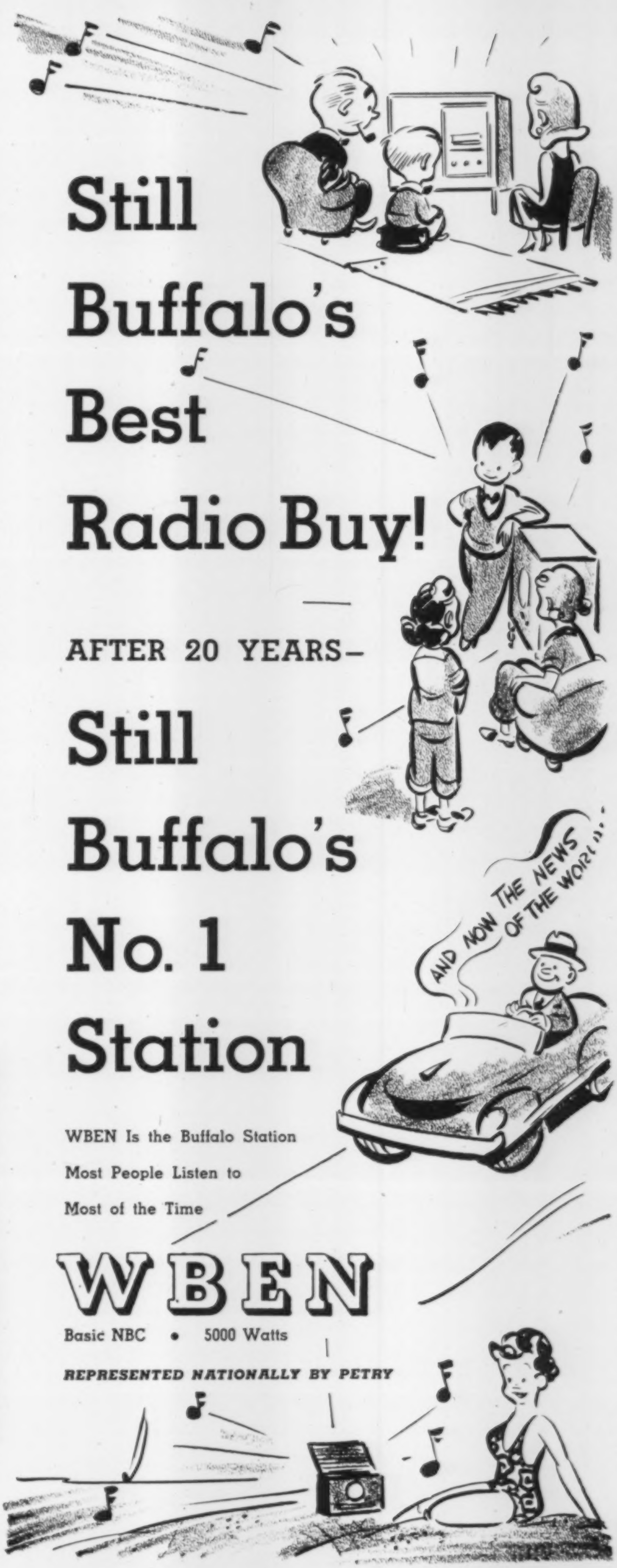
ROCKEY SPICER, publicity manager Western Air Lines, to Dan B. Miner Co., L. A., as public relations director.

CHARLES D. HEAP, O'Brien Adv. Ltd., Vancouver, to radio director J. J. GIBBONS Ltd., Vancouver.

FRANK O'CONNOR, supervisor CBS *Steve Allen Show* and Bing Crosby Minute Maid programs for Ted Bates Co., Hollywood, father of girl, July 11.

MAINE
BROADCASTING SYSTEM
INFORMATION BUREAU
WLBZ
WRDO
WCSH

FOR the second consecutive year, a display by members of the Maine Broadcasting System—WCSH Portland, WLBZ Bangor and WRDO Augusta—occupies the windows of the State of Maine Information Bureau in the RCA Bldg., Rockefeller Center, New York. Emphasizing the three NBC outlets' listening by transients, the display carries the theme: "Anywhere you vacation in Maine you'll enjoy good radio reception from a Maine Broadcasting System station."


Still Buffalo's Best Radio Buy!

AFTER 20 YEARS—

Still Buffalo's No. 1 Station

AND NOW THE NEWS OF THE WORLD...

WBEN Is the Buffalo Station Most People Listen to Most of the Time

WBEN

Basic NBC • 5000 Watts

REPRESENTED NATIONALLY BY PETRY

"Batters' Platters"

with

CHARLEY BATTERS

In the field of sales programming, this new and different program offers an unusual time spot backed by a unique personality.

Charley Batters' nightly half hour of disks and easy chatter is drawing a host of listeners . . . potential buyers of your product. "Batters' Platters" is aired nightly, Monday through Friday from 7:30-8:00 PM!

This excellent time availability is supported by a strong promotion campaign . . . and the programming "plus" of big time adjacencies.

Participation in this excellent new show will reach a solid, loyal audience. Call WRC, or National Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

WHEN Carlton E. Morse's *One Man's Family* took its first television sponsor, Manhattan Soap Co., New York (Sweetheart soap), last Saturday, (July 29) Mr. Morse passed another milestone in a successful career hitherto concentrated principally on radio.

Mr. Morse

He has been writer, producer, director of *One Man's Family* on NBC through 18 years and three generations of Barbours, and of 15-year-old *I Love a Mystery* on MBS for the past year. For the past 30 weeks the busy Mr. Morse has been guiding a brand new family of Barbours, one of the best-known families on radio, through its television paces on the NBC-TV network on a sustaining basis. (All shows come under the banner of Calton E. Morse Productions.)

One Man's Family made its appearance on NBC in 1932 as half-hour Sunday weekly series. It has enjoyed almost uninterrupted sponsorship since Wesson Oil and Snowdrift took it in January 1933, nine months after its inception. Two years later Standard Brands signed for the program, in what turned out to be 15 years of sponsorship, introducing Tender Leaf Tea for first time. Tremendous sponsor identification of the product was proved when listeners continued to identify the program with the tea after Standard Brands had introduced some of its other prod on it.

An example of the show's p larity was the receipt of over half million requests for a *Man's Family* scrapbook offere the program during Stan Brands sponsorship.

And, in 1949, when the dropped all radio advertising cancelled the *Family*, the cast two announcements on prog asking for a show of loyalty to old sponsor, and put out a plea a new one. Within two weeks 100,000 letters had been rece from listeners expressing loy to the program.

Miles Labs, Elkhart, Ind. (tine, Tabcin germicides), took radio sponsorship of program

(Continued on page 38)

strictly business

BEN PASCHALL isn't quite sure whether it was his sales ability or a violent blow on a prospective client's head (accidental) that landed not only the client but his biggest sale. There is, however, no doubt as to Ben's ability in his present job.

Owner of Western Radio Sales of Los Angeles and newly-opened (July 1) San Francisco branch, West Coast Radio Sales, the kinetic Benton Paschall currently represents 18 western radio stations in California, Nevada, Oregon and Arizona. He is also West Coast manager of Liberty Broadcasting System, several of whose stations he represents.

The aforementioned stricken client was an executive of San Joaquin Baking Co., Fresno, Calif. The accident occurred while he was showing Ben, then commercial manager of KARM Fresno, through the bakery plant. In the course of the tour, a conveyor slipped down and struck the guide on the head. Shortly after, Ben obtained his signature to an $18,000 year's contract for newscasts on KARM.

Ben went to Hollywood July 4, 1948, as manager and co-owner of Western Radio Sales with Lincoln Dellar, president KXOA Sacramento, KXOB Stockton, KXOC Chico. He became full owner the following year when he purchased Mr. Dellar's share of the representative firm. Now, two years later there are few people in the industry who don't know the enthusiastic Ben Paschall.

In 1935 he was graduated from a four and one-half year course at Fresno State College with an AB in Business Administration and an AB in Music. He had plans then to become a public school music teacher.

BEN

* * *

In his first job on the sales staff of Union Oil Co., Fresno, Ben filled in spare time playing the piano in his own dance band six nights a week; taking business courses at night school several times a week; giving private piano lessons all day Saturday, and during his daily lunch hour teaching the boys' glee club of Fresno High School.

After seven years, he left Union Oil in 1942 to become sales manager for Bekins Van & Storage Co. in Fresno. Putting his extra-curricular energies to Junior Chamber of Commerce work prepar radio programs on three Fr stations, Ben came in contact many radio people. In 1947 had the opportunity to put to this new radio experience with business and sales experie Clyde Coombs, general manager KARM, offered him a position station commercial manager. Af two years there he shifted KROY Sacramento in an execu capacity, when KARM mana ment bought that station.

Next step a year later Hollywood where he had alw wanted to live since his first of Vine St. in 1923. At that such a yearning was almost sa legious for then he was still native of Texas, where he was b in Olney in 1913.

Early schooling was gathered Texas, in Ranger, Breckenri Graham and Fort Worth as he lowed the fortunes of his fat an oil man. In 1930 the fa moved to Fresno where Ben mained until joining KROY.

Ben is a three-year mem (elected last year) of the bo of directors of Hollywood Adv tising Club, a Mason and Shri (Al Malaikah Temple). He ke up with baseball and foot swims and golfs in his spare t

In 1933, before entering junior year at college, he marri classmate, Wilma Hallock. T Paschalls make their home in W wood, outside Los Angeles. T have one daughter, Joan, 16, attends Beverly Hills High Sch and wants to go into, of all thin advertising.

STILL FORGING AHEAD

In Des Moines
December thru April
1950 Hooper Over-all
Index as compared same
period in 1949 shows
KSO gains **35.7%**

IS IT ANY WONDER THE TREND
IN DES MOINES IS TO **KSO**

Iowa is a rich market
with an average farm
income of $9,888.54

Reach this Market through KSO

KSO

DES MOINES, IOWA
5000 watts 1460 kilocycles

CBS for Central Iowa

KINGSLEY H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
HEADLEY-REED, Nat. Rep.

XUM

FREE

to subscribers

the **1950**

BROADCASTING MARKETBOOK

featuring

SPOT RATE FINDER

". . . the most valuable tool for radio-tv time buying in years."

Out August 14, Part II of your regular BROADCASTING, the '50 MARKETBOOK will have all the essential facts and spot rate figures for buying/selling AM, FM, TV time. Three-color, 25" x 35" radio-tv map included in this 212-page book.

SELLS SEPARATELY FOR $1.00

SPECIAL OFFER TO NEW SUBSCRIBERS

$7

For a limited time a regular $7.00 BROADCASTING subscription includes:

52 weekly issues
$1.00 MARKETBOOK
$5.00 YEARBOOK, 1951

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, '50 MARKETBOOK, and '51 YEARBOOK next January.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

open mike

Likes 'Big Story'

EDITOR, BROADCASTING:

. . . Your story in the July 3 issue of BROADCASTING-TELECASTING on Pall Mall's *Big Story* . . . . was excellently handled and the layout is really fine.

Alan C. Garratt
Advertising Manager
American Cigarette & Cigar Co.
New York

* * *

Johnny Gillin Lauded

. . . All of us in broadcasting are shocked to learn of Johnny Gillin's passing. Here was one of America's great pioneer broadcasters whose inspirational leadership has contributed immeasurably to the advance of our system of free broadcasting.

Mr. Gillin's service to this association for more than two decades as a member of the board of directors, as a committeeman, and as a citizen of the radio and television world always will be a goal to which the nation's broadcasters can aspire. We mourn the death of a good friend, a wise counselor and an outstanding servant of his own community.

Justin Miller
President,
NAB

[EDITOR'S NOTE: Judge Miller's sentiments originally were expressed in his telegram to Lyle DeMoss, program director, WOW Omaha, on the occasion of Mr. Gillin's death July 18].

* * *

EDITOR, BROADCASTING:

For several days broadcasters have been talking about the passing of one of its most prominent leaders—John J. Gillin Jr.

Many of us have known "Johnny," some of us intimately—but all who've been fortunate to come within his circle of charm miss this gentleman with the rose—Radio's Ambassador of Goodwill. . . .

. . . His leaving us left behind the memory of an intelligent statesman—liked and regarded by all as a kind, generous, and good gentleman. . . .

Franklin O. Pease, Gen. Mgr.
RRR-Radio-TV Employment Bureau
Philadelphia

* * *

KXOK Forum

EDITOR, BROADCASTING:

Participants on the weekly forum program *Wake Up St. Louis,* Mondays over KXOK St. Louis, each receive a copy of this cartoon by Robert Day. Bruce Barrington, KXOK news director and moderator of the program said, "The only time when this program approached the likes of the cartoon was when the participants almost came to blows before the broadcast and the program was cancelled at the last minute."

Ralph J. Gentles
KXOK St. Louis

Intelligent Fourth

EDITOR, BROADCASTING:

I cannot think of a more intelligent way to celebrate this wonderful day [July 4] than to renew my subscription to BROADCASTING and thus renew my informational contact with a swell gang of Americans whose business hinges upon FREEDOM OF THE AIRWAVES, and whose service enriches the lives of countless thousands and contributes to an alert national citizenship. . . .

William P. Pence
Chamber of Commerce Inc.
Salisbury, N. C.

* * *

Seeks Radio Set Count

EDITOR, BROADCASTING:

We always read with interest news stories which give the number of TV sets in various areas. Before radio gets buried prematurely, wouldn't it be a good comparison to give the estimated number of radio sets in the same area?

Cecil Woodland
Pres. & Gen. Mgr.
WCSS Amsterdam, N. Y.

[EDITOR'S NOTE: The 1950 BROADCASTING MARKETBOOK will show AM receivers at near saturation point throughout the United States. The same situation was true when the 1949 MARKETBOOK was published.]

* * *

Salute for 'Fusion'

EDITOR, BROADCASTING:

Not a 21 gun salute but a 32 gun salute to you for your editorial "Road Toward Fusion."

I was not asked to repeat my term on the NAB engineering committee representing small stations when I kept punching at the f that NAB missed its best bet a real purpose for its existence wh it did not push for joint meetin of FCC, RMA and NAB to det mine the future of radio broadcas ing and guide it along an equita and reasonable path.

I have always contended NA engineering was the weakest link its chain—yet it is the foundati of the industry.

Engineering is the basis f power, location (band) and allo tion of radio and, by NAB, the m neglected—yes, we have very f maps, engineering standards, e

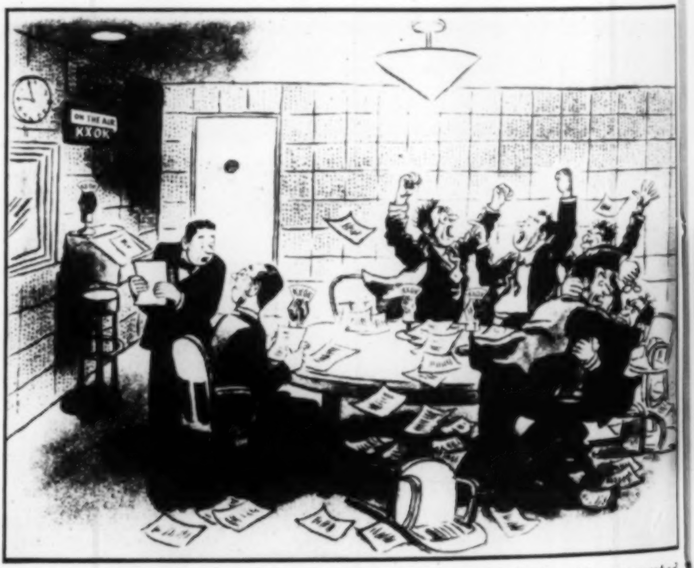
But why and how did we have t famous FM shift (only to have t vacated frequencies taken by TV the split TV bands (now a thi band to be added) and on and we go? Black and white vs. colo

I think it is about time the gro got some sense and injected so of it in the industry.

James V. Cosman
Exec. V. P. and Gen. Mgr.
WPAT Paterson, N. J.

Boston U. Institute

STUDENTS of Boston U. enrolle in the 36th annual summer sessio which opened July 10 and continue through Aug. 19, have taken ove broadcasting operation of WBU FM Boston, university-owned sta tion. School is holding a six-wee broadcasting institute for no professional people, according t Dr. Daniel Marsh, Boston U. pres dent, and Dean Atlee Percy, sum mer term director. Courses ar conducted by Prof. Samuel B Gould.



"When the program's over shall I still thank them for having consented to appear tonight?"

Hold Everything Mr. Time-Buyer!

THERE'S SOMETHING *NEW* IN THE RADIO PICTURE IN WINSTON-SALEM

TOP CBS AVAILABILITIES NOW OPEN ON WTOB —

WTOB goes CBS Sept. 1st

WINSTON-SALEM, N. C.

1000 WATTS - DAY AND NIGHT

TAYLOR COMPANY — NATIONAL REPRESENTATIVES

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.
More North Carolinians Listen
to WPTF Than to Any
Other Station

No. 1
SALESMAN
IS

50,000
WATTS
680 Kc.

WPTF

NBC
AFFILIATE

★ *also WPTF-FM* ★

RALEIGH, North Carolina

National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 39, No. 5 WASHINGTON, D. C., JULY 31, 1950 $7.00 A YEAR—25c A COPY

ANA'S RATE PUTSCH

Confidential Report Details Plans

By ED JAMES

ALTHOUGH temporarily repulsed by unexpected resistance from the major networks, the offensive of the Assn. of National Advertisers against radio rates has by no means been abandoned, BROADCASTING learned last week.

The networks' rejection of invitations to meet individually or as a group with ANA's powerful Radio and Television Steering Committee [BROADCASTING, July 24] threw a surprise obstacle in the association's plan, but ANA intends to prosecute its attack on other fronts.

At week's end ANA executives were in strategy conferences deciding their next move, but the general plan that they would follow had already been outlined by the steering committee.

The steering committee's confidential report, which so far has been officially withheld from all but ANA members, recommended a course of action to be pursued in the association's stubborn purpose of forcing radio rate reductions.

Although the report was still a closely guarded secret, BROADCASTING obtained a copy from a source that cannot be identified. It contains the battle plan for the greatest coordinated onslaught by a group of advertisers in modern media history.

Original Plans

As originally conceived, the plan called for the steering committee to unveil its argument at individual meetings with the networks when the networks would have been asked to "consider the problem carefully" and then meet again with the steering committee to "suggest a method of handling the problem that will be fair and acceptable to advertisers."

That part of the plan was, of course, negated by the refusal of the networks to attend the first meeting. Other maneuvers, however, were proposed in the steering committee's blueprint, and they are yet to come.

"In order that the viewpoints as expressed by the steering committee may be clearly understood by the stations themselves," the report proposed, "it may be advisable to hold further meetings with some of the station representatives."

That the ANA steering committee hoped to soften up the networks and stations before the end of this summer was clearly indicated in the fact that the committee planned a "full airing of the situation and a progress report" at the ANA fall meeting in Chicago.

Urges Support

To the steering committee's report, when circulated to ANA members, was attached a form which members were asked to fill out, including a statement of support for the committee's proposals. Members were urged to "return the attached questionnaire right now so that your steering committee can undertake discussions promptly and authoritatively, with a show of strength indicating the consensus of all the radio-TV group members in support of its position."

It was learned that most if not all members did as they were asked.

To reinforce its argument for reduction of radio rates, ANA drew upon both A. C. Nielsen Co. and C. E. Hooper Inc. research, which it interpreted to mean that the radio audience, particularly at night, had gone to pot in television markets.

Whether networks were preparing counter-arguments with which they hoped to bat down ANA's statistical foundation could not be learned. Both CBS and NBC have invigorated their promotion research in recent months, and last week NBC was beginning to show a new presentation arguing strongly for network radio (see story page 21).

No Direct Answers

Neither, however, so far as could be learned, was preparing direct answers to ANA.

The basic conclusions of the ANA report were outlined in a covering letter mailed with the report to ANA members. The letter read in part:

"Attached is a very important confidential memorandum from your Radio and Television Steering Committee. Its length is forbidding, but its content is of vital concern to every radio advertiser.

"Briefly, it brings out with facts and figures that:

"A. On an overall national basis:

"1. In the case of those evening network radio programs occupying the same time spot this year as last, the average cost per thousand listeners had risen 21% on one network, 18% on another in a year's time due to declines in the number of homes listening to those programs.

"2. Despite a gain of 3.6% in the number of homes equipped with radio, the number of homes *listening* to radio is below a year ago except during morning hours. The most serious drop is noted from 8-11 p.m. during which time the number of homes listening to radio shows an average decline of 12.7% from a year earlier.

TV Homes Listening

"3. In television homes, radio listening during evening hours is off 83%. For all practical purposes each new TV installation signifies the virtual elimination of one more home from the total of actual or potential RADIO listening during evening hours.

"4. With the prospect of about

(Continued on page 30)

McFARLAND BILL REVIVED

In Senate

By DAVE BERLYN

THE McFARLAND BILL to streamline FCC procedures was closer to Congressional passage than at any time in its turbulent history when the Senate passed the measure as an amendment to another bill last Wednesday and earmarked it for joint House-Senate conference.

The proposed amendment to the Communications Act, passed by the Senate last year, was modified only slightly to bring it up to date. It was reported to the Senate this time as an amendment to a House-approved bill (HR 4251) to permit FCC to acquire land for radio monitoring purposes.

Action came swiftly by the Senate Wednesday afternoon following a report on the new version two days earlier by Chairman E. W. McFarland (D-Ariz.) of the Commerce committee's Communications Subcommittee. Sen. Ed C. Johnson (D-Col.), chairman of the Commerce group, Sens. McFarland, Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N. H.) and Homer E. Capehart (R-Ind.), all members of the Senate Commerce Committee, were appointed conferees by the Senate. The House recessed Thursday until Monday (today) without appointing conferees.

The bill, as authored by Sen. McFarland last year (S1973), passed the Senate in August 1949 [BROADCASTING, Aug. 15, 1949] and has since been awaiting House action.

Little Difference

In his report, which differed little from his report on S 1973 a year ago, Sen. McFarland said the revisions — or amendments — were included "as a matter of comity between the two Houses of Congress." The bill, he reiterated, would bring about "a major improvement" in FCC organization and functions. Sen. McFarland repeated his statement of a year ago that the bill "has the unanimous approval of every broadcasting interest and the majority of its provisions are favored by the Commission itself."

Assuming that the bill will go to conference unhampered the following could happen:

(1) The measure can be approved, with or without change, and then passed by both houses of Congress and sent to the President for signature.

(2) Although approved by the joint conference committee it can be defeated in either House, or

(3) The conference committee can fail to reach agreement on a measure.

A section in the newly amended bill provides for FCC to expend funds for acquisition of land for radio monitoring purposes, the original intent of HR 4251.

The modified bill contains only these minor changes: That of striking the salary provision for the FCC Commissioners (since they have received pay raises in

(Continued on page 34)

DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF INFORMATION
WASHINGTON 25, D. C.

EDITOR, BROADCASTING:

My attention has been called to your thoughtfulness in printing the entire text of the "Code of Wartime Pracices for American Broadcasters" as well as to other informative and patriotic articles on the Korean war and the relationship of broadcasters to this war effort.

Such support of the military effort is timely and patriotic and certainly is a good example of the public support we are now receiving. I want you and your staff to know how much the Department of the Army appreciates your efforts and work and how helpful it has been to us in a particularly difficult period.

I hope we can continue to merit your interest and support and that we can work together on problems and projects of mutual concern.

With best wishes.

F. L. PARKS
MAJOR GENERAL, GSC
CHIEF OF INFORMATION

NAB '51 MEET

Chicago Favor In Survey

INCOMPLETE returns on NAB's postcard survey of membership indic Chicago a top-heavy choice as a site for the 1951 NAB annual conv tion, with New York and Washington running second and third in poll.

Out of 520 ballots filed, as of last Monday, Chicago drew 167 first choices, 96 seconds, and 65 thirds, for a total of 328 votes, according to the NAB Research Dept. New York drew 90, 96, and 52 respectively, for 238 votes, while Washington came up with 47, 28, and 34 for 109 ballots.

Other cities in the running, in the order of votes drawn, were New Orleans, St. Louis, Los Angeles, Miami, Houston, Cleveland and San Francisco. Over 40 other cities ceived votes ranging from one 26 each. Scattered votes also w recorded for McMinnville, O Quincy, Fla., Montpelier, Vt., a Pinehurst, N. C.

Chicago, convention headquart for NAB conclaves in 1949 a 1950, corralled a greater total first, second and third place ball than any other city, and dr nearly double the first place numb recorded for New York.

Returns are to be compil shortly, possibly this week, for port to NAB's Convention Sites a Policy Committee, headed by E gene Thomas, newly-appointed te vision operations manager of Te radio Inc., licensee of WOR s tions in New York, and forme of WOIC (TV) Washington. Oth members are James D. Shou WLW Cincinnati, and Har Wheelahan, WSMB New Orlea Committee will select the site.

Preference Stated

The month of April was the pr erence of the majority of t membership reporting, with 2 ballots. May and March were ne in order with 145 and 107, r spectively.

NAB's Research Dept. plans t distribute another survey shortly— in the next fortnight—dealing wi its proposed 1951 conventi agenda.

DEFENSE MEET

Radio-TV Talks Underway

EXPLORATORY discussions contemplating participation of radio-television forces in government mobilization planning—and looking toward formation of an all-embracing Broadcasters Defense Council —commanded the attention of NAB, network and station executives in a luncheon session held last Tuesday in Washington.

Meeting was called by NAB General Manager William B. Ryan following formal request by John R. Steelman, special Presidential assistant, that such a group be formed in pursuance of NAB's offer to assist the government "in any feasible way" in the present emergency [BROADCASTING, July 24].

Outline of the proposed plan was presented informally to officials of CBS, NBC, Radio-Television Mfrs. Assn., DuMont Television, MBS and NAB board members.

The session was described as "preliminary and informal" and reportedly touched only generally on such topics as civil defense, mobilization, censorship, methods of cooperation which the industry could offer the government, production and information.

A second meeting was slated for this week, with date undetermined. Out of this and succeeding sessions are expected to evolve appointment of members (by NAB President Justin Miller) to serve on committees, each dealing with a specific area of activity, and plans for participation of industry groups.

It was expected that eventually such groups as Radio-Television Mfrs. Assn., Television Broadcasters Assn., The Advertising Council and many others would be invited to take part. And it was understood that NAB would carry the story of its role in government planning to its membership in the upcoming series of district meetings.

Attending the Tuesday session were Earl Gammons and Ted Koop, for CBS; Frank M. (Scoop) Russell and Ed Wheeler, NBC; James Secrest, RTMA; Richard Noel, DuMont; Edgar Kobak, WTWA Thomson, Ga.; Hollis Seavey, MBS; Ben Strouse, WWDC Washington, and Eugene Thomas, WOR New York, NAB board members; and Robert K. Richards, NAB public affairs director, and Mr. Ryan.

Frank Fletcher, WARL Arlington, Va., another board member, did not attend. ABC was not represented, although Robert Hinckley, vice president, had been invited.

Council Idea

The proposed council idea developed out of discussions between Mr. Steelman and Ralph Hardy, NAB government relations director, at the White House. NAB had been considering such a plan, covering various phases of activity, over a period of months and, when the Korean situation developed, was among the first industry groups to offer its services, according to Mr. Hardy.

Specifically, it had mulled the idea of setting up a broadcasters' committee to advise on military planning [CLOSED CIRCUIT, July 17].

Mr. Hardy is expected to work with Charles Jackson, in Mr. Steelman's office, on the various ways in which the industry may be of assistance to the government. Mr. Jackson also serves as liaison between the government and the Advertising Council, which is making available its services for information aids.

NAB presumably would be expected to support government requests for recruiting and public services announcements on stations, to cooperate in addition of new defense programs (such as possible revival of the *Army Hour*) and in general to lend cooperation of the industry on Presidential addresses dealing with important subjects to the American taxpayer.

Mr. Steelman extended hearty approval of NAB's cooperation and thought formation of the council, which he said arose from his discussions with Mr. Hardy, "the best way" to render service to the government as required.

Members of the broadcasters' council committees are expected to confer, along with Mr. Hardy, with military and other government officials, including National Security Resources Board and Munitions Board.

As an example, NAB already has given the industry stand before the military on television's importance, touching particularly construction of additional netwo cable and relay facilities. NA was understood to have stresse the value of television as a trai ing medium in civil defense.

Full text of Mr. Steelman's le ter to Mr. Hardy:

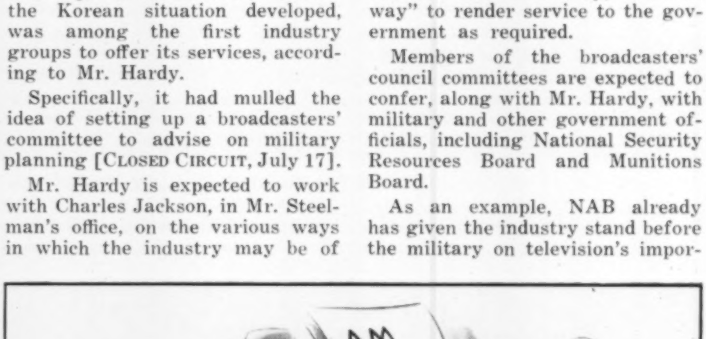
May I take this opportunity thank you for the cooperation th radio stations and networks in th United States gave us on that par of the President's address which e plained that no food shotages exis at the present time. The fact that yo people initiated this without recei ing a request from the governme is especially gratifying. All of us a deeply appreciative.

Doubtless there will be other o casions in the near future when you cooperation will be extremely usef I hope you will not consider it pr sumptious if I ask that the (NAB take immediate steps to organize th entire broadcasting industry in som manner in which it would be instantl available to the government as re quired.

I have asked (Charles Jackson) o my office to work closely with yo and may you feel free to call upo him for any cooperation you ma need.

The problems facing us now ar somewhat different than they hav been in the past because of the gro ing importance of television. We wi be especially interested in a progra

(Continued on page 36)



Drawn for BROADCASTING by Sid Hix

". . . and now we come to our summer saturation package!"

P&G LEADS MAY NETWORK USERS

Sterling Second

PROCTER & GAMBLE Co., radio's top advertiser, again headed the list of radio network time purchasers in May, with a gross billing of $1,694,711 for the month, accounting for 10.2% of the gross network sales of $16,584,126, according to Publishers Information Bureau.

The PIB figures showed P&G was the only network advertiser to spend over $1 million dollars in May.

Sterling Drug Co., climbing from fourth place in April, was the second largest network client, spending $821,450 in May. General Mills increased its buying to rank third, while Miles Labs dropped from third in April to fourth in May. General Foods fell from second in April to sixth in May, while American Tobacco Co. and Liggett & Myers merely switched positions and the others remained the same. Table I (top 10 network advertisers) lists first 10 network advertisers, in rank according to expenditures.

By product groups, Food & Food Products advertisers spent $4,163,970, placing them first in time bought for May. Toiletries & Toilet Goods followed with Drugs & Remedies third, Smoking Materials fourth, and Soaps, Cleansers & Polishes, fifth. The same order was indicated for the January-May period.

May Reduction

A slight reduction was noticeable in the May total figures of 1949 and 1950, with the May period of this year about 2.8% less than last year. The January-May 1949 period was approximately 4.3% more than the gross sales in the same period this year.

Table II presents the gross network time sales for the May 1949 and 1950, and January-May 1949-1950 periods as compiled by PIB.

Leading advertiser in each product group is indicated in Table III.

* * *

TABLE I

TOP 10 NETWORK ADVERTISERS IN MAY 1950

1. Procter & Gamble	$1,694,711
2. Sterling Drug Co.	821,450
3. General Mills	757,330
4. Miles Labs	710,419
5. Lever Bros.	691,371
6. General Foods Corp.	663,675
7. Campbell Soup Co.	630,204
8. Liggett & Myers Co.	483,869
9. American Tobacco Co.	475,521
10. Philip Morris Co.	409,481

TABLE II

GROSS RADIO NETWORK TIME SALES FOR MAY AND FIRST QUARTER 1950 COMPARED TO 1949, BY PRODUCT GROUPS

PRODUCT GROUP	MAY 1950	JAN.-MAY 1950	MAY 1949	JAN.-MAY 1949
Agriculture & Farming	$ 84,971	475,209	60,692	538,763
Apparel, Footwear & Access.	171,126	617,528	113,689	625,432
Automotive, Automotive Equip. & Supplies	410,720	2,649,215	809,271	3,589,527
Aviation, Aviation Equip. & Supplies	....	....	....	....
Beer, Wine & Liquor	256,041	1,248,811	70,476	363,951
Building Materials, Equip. & Fixtures	131,377	583,737	123,585	564,661
Confectionary & Soft Drinks	590,948	3,038,282	586,516	3,270,775
Consumer Services	162,517	790,156	179,326	788,848
Drugs & Remedies	2,147,903	10,626,904	1,790,048	8,739,030
Entertainment & Amusement	....	....	....	....
Food & Food Products	4,163,970	19,973,232	4,021,651	20,294,623
Gasoline, Lubricants & other fuels	408,903	2,093,379	460,167	2,816,032
Horticulture	17,616	105,696	17,244	91,968
Household Equip. & Supplies	323,801	1,305,855	770,346	3 627,260
Household Furnishings	38,705	201,743	105,518	524 034
Industrial Materials	188,985	950,266	227,010	996,980
Insurance	231,732	1,225,743	355,791	1,691,378
Jewelry, Optical Goods & Cameras	190,117	782,453	217,468	970,782
Office Equip., Writing Supplies, Stationery & Access.	133,620	719,427	149,313	712,968
Political	13,028	17,344	....	....
Publishing & Media	27,403	564,671	31,000	454,031
Radios, TV Sets, Phonographs, Musical Instruments & Access.	91,952	505,252	117,972	715,363
Retail Stores	1,728	23,230	5,496	27,480
Smoking Materials	2,101,112	10,548,002	1,988,137	9,894,786
Soaps, Cleansers & Polishes	1,949,272	9,019,439	1,852,217	9,021,672
Sporting Goods & Toys	....	....	....	....
Toiletries & Toilet Goods	2,289,993	11,126,849	2,679,961	13,279,543
Transportation, Travel & Resorts	82,785	370,542	98,508	551,420
Miscellaneous	427,801	2,273,864	236,184	1,195,620
Total	16,584,126	81,836,829	17,067,586	85,346,957

* * *

TABLE III

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN MAY 1950

Agriculture & Farming	Allis-Chalmers Mfg. Corp.	$33,198
Apparel, Footwear & Access.	Trimount Clothing Co.	40,728
Automotive, Automotive Equip. & Supplies	Chrysler Corp.	87,780
Aviation, Aviation Equip. & Access.	....	......
Beer, Wine & Liquor	Schlitz, Jos. Brewing Co.	78,675
Bldg. Mat., Equip. & Fixtures	Johns Manville Corp.	110,521
Confectionery & Soft Drinks	Coca-Cola Co.	176,859
Consumer Services	American Telephone & Telegraph	81,855
Drugs & Remedies	Sterling Drug Co.	821,450
Entertainment & Amusements	....	......
Food & Food Products	General Mills	757,330
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	92,896
Horticulture	Ferry Morse Seed Co.	17,616
Household Equip. & Supplies	Philco Corp.	143.026
Household Furnishings	Armstrong Cork Co.	35,039
Industrial Materials	U. S. Steel Corp.	108,210
Insurance	Prudential Insurance Co. of America	122.245
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	43,096
Office Equip., Writing Supplies, Stationery & Access.	Hall Bros.	67,032
Political	Calif. State Committee for Earl Warren	4,128
Publishing & Media	William H. Wise & Co.	16,043
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Radio Corp. of America	66.396
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	1,728
Smoking Materials	Liggett & Myers	483.869
Soaps, Polishes & Cleansers	Procter & Gamble	1,113,463
Sporting Goods & Toys	....	......
Toiletries & Toilet Goods	Procter & Gamble	425.152
Transportation, Travel & Resorts	Assn. of American Railroads	82,785
Miscellaneous	American Federation of Labor	121.084

WBZ SALES POSTS

Meehan and Masse Named

APPOINTMENT of C. M. (Tom) Meehan, director of public relations for Westinghouse Radio Stations Inc., as sales manager of WBZ-WBZA Boston-Springfield, Mass., has been announced by Station Manager W. C. Swartley. Simultaneously, C. Herbert Masse was named sales manager of WBZ-TV. He formerly handled both AM and TV sales for the outlets.

Mr. Meehan

A veteran of 25 years in newspaper, radio and public relations fields, Mr. Meehan joined Westinghouse in 1944, serving first in Westinghouse's public relations department in Pittsburgh.

Wiggins Resigns

JOHN S. WIGGINS resigned Friday as director of research and sales promotion at CBS Western Division offices in Chicago, where he worked four years. Before that he was in research and promotion at CBS New York and senior marketing analyst for Firestone Tire & Rubber Co.

NBC'S PITCH

Supports Network Radio

NBC last week was beginning to show advertisers and agencies an elaborate new presentation intended to reinforce the network's claims that network radio, despite the growth of television, is still the best mass medium advertising buy.

The presentation admits that the national radio audience has been diluted by television, but asserts that even so its cost per thousand circulation cannot be matched by other media.

NBC estimates there will be 10 million television homes in an average week of the 1950-51 broadcasting season and there will be 42,297,000 radio homes. According to Nielsen figures quoted by NBC there has been a 72% decline in evening listening in TV homes. Taking 72% of the 10 million TV homes as the total ignoring radio, you still have 35,097,000 radio families left, according to NBC.

That figure represents a total potential audience only 6.7% less than the audience in 1948 — the peak year before TV development became a serious factor.

Even with 10 million families in its potential audience, however, TV is not a truly national medium, the NBC presentation points out. An advertiser who wants to reach all of America cannot depend upon TV. He can depend on radio, it says.

Uses Research Figures

The presentation draws upon numerous research studies to argue its case that radio listening is the people's favorite leisure time activity, that people listen in "fabulous numbers," that radio claims more of their time than any other activity besides working and sleeping, that they listen not only at home but away from it as well.

As for costs, network radio is cheap, considering its bigness, NBC asserts. For $21,000 an advertiser can buy a full NBC network half-hour evening program, including time and talent, at a time when there are 34 million families as his potential audience. To match that circulation with newspapers, he would have to buy 1,145 of them. To do it with magazines he would have to buy nine of the leading publications. His $21,000 would buy 176-line ads in the 1,145 newspapers, NBC claims.

"Opposed to this, he could procure the impact of a full network half-hour evening program," the presentation continues.

The presentation also cites net figures "on actual performance" obtained from NBC's Hofstra study in Boston, part of the network's big television presentation.

Boston was selected because it was representative of TV saturation as of May, 1950. "In arriving at these figures," the presentation goes on, "we considered all costs and discounts, secondary readership, multiple viewing or listening, noting and listening." What the

(Continued on page 32)

CENSUS REPORT

N. Y. Metropolitan Area Near 13 Millio

NEW YORK's metropolitan area population soared to nearly 13 million in 1950 and Los Angeles metropolitan area gained more than 50% since 1940, according to preliminary figures on 12 metropolitan areas released by the Census Bureau yesterday. Tabulations break down each area to show population within the city as well as the census count for the remainder of the area, and are the first such 1950 reports to be issued. Other metropolitan area complications are expected to be released soon.

The Los Angeles metropolitan area preliminary totals of nearly 4½ million was exceeded only by the metropolitan totals for New York and Chicago (see adjacent table). Of the 12 areas listed, the Los Angeles breakdown was the only one in which population in the remainder of the area outside the city was in excess of the city population itself.

Percentage-wise, the next greatest increases among the cities announced were for Washington, D. C. and San Francisco metropolitan areas.

Unabated growth of an urban and industrialized United States is the picture being put together from preliminary reports coming into the Census Bureau. Such facts as the unprecedented rise of the West Coast and the concentration of population in 28 states bordering the Atlantic, Gulf and Pacific coastlines and the Great Lakes are pointed up in bold relief.

California alone accounted for about one fifth of the country's entire growth between 1940 and 1950, according to the Bureau.

Other data of the past week completed population figures for all U. S. regions. Latest figures show the Rocky Mountain States (eight in number) with a gain of about 21.5% over 1940 and the three Pacific Coast States with a rise of about 47.4%. Greatest gain in the latter region was recorded in California, where population increased 51.6% from 6,907,387 in 1940 to the present 10,472,348. All other regional compilations already have been revealed [BROADCASTING, July 24, 17].

Preliminary figures show an increase nationwide of 19 million persons in the 10-year period. Population jumped from 131,699,275 to 150,520,000 as of April 1, 1950 when the 17th Decennial Ce sus is dated. A breakdown of stat revealed a majority with health gains (see accompanying table).

That the huge increase of ind viduals in the U. S. is having i effect on city population was show with the listing of at least 1 cities which have joined the 100 000 and over category (incorp rated limits). Pointed out, how ever, was the fact that many citi had acquired additional area in th past 10 years.

The cities in this list with bot 1940 and 1950 population figure shown were:

City	1950	194
Austin (Tex.)	131,964	87,9
El Paso	130,003	96,8
Mobile	127,129	78,7
Shreveport	125,506	98,1
Baton Rouge	123,594	34,7
Savannah	119,109	95,9
Berkeley (Calif.)	112,125	85,5
Evansville	109,867	97,0
Corpus Christi	108,051	57,3
Allentown (Pa.)	106,254	96,9
Montgomery	105,715	78,0
Phoenix	105,003	65,4
Waterbury (Conn.)	104,209	99,3
Pasadena	103,971	81,8
Little Rock	101,387	88,0

Of the 100,000-plus class, Lowel Mass., was the only city reporte dropped as its population decline from 101,389 in 1940 to 96,523. T date, the Bureau said, the numbe of cities in the 100,000 and mor for the 1950 Census stands at 10

The nationwide total of ove 150½ millions represents almost doubling in U. S. population in 5 years, and the 10-year 19-million-persons gain is the greatest numerically for any decade in America history, the Bureau said.

Commerce Secretary Sawyer, who announced the national compilation, uncovered other salien facts. New York retained its ran as the most populous state. California moved from fifth place i 1940 to second place, passing Penn-

(Continued on page 29)

* * *

Preliminary Totals for 12 Metropolitan Areas

(As Released by Census Bureau July 30)

Metropolitan Area	*1950*	*1940*
Baltimore Area	1,326,259	1,083,300
Baltimore City	941,809	859,100
Remainder of Area	384,450	224,200
Boston Area	2,353,368	2,177,621
Boston City	788,552	770,816
Remainder of Area	1,564,816	1,406,805
Chicago Area	5,494,129	4,825,527
Chicago City	3,631,835	3,396,808
Remainder of Area	1,862,294	1,428,719
Cleveland Area	1,457,559	1,267,270
Cleveland City	909,546	878,336
Remainder of Area	548,013	388,934
Detroit Area	2,997,417	2,377,329
Detroit City	1,837,617	1,623,452
Remainder of Area	1,159,800	753,877
Los Angeles Area	4,330,962	2,916,403
Los Angeles City	1,954,036	1,504,277
Remainder of Area	2,376,926	1,412,126
New York—N. E. New Jersey Area	12,838,143	11,660,839
New York City	7,841,610	7,454,995
Remainder of Area	4,996,533	4,205,844
Philadelphia Area	3,651,730	3,199,637
Philadelphia City	2,057,210	1,931,334
Remainder of Area	1,594,520	1,268,303
San Francisco Area	2,213,484	1,461,804
San Francisco City	760,381	634,536
Remainder of Area	1,453,103	827,268
St. Louis Area	1,674,428	1,432,087
St. Louis City	852,523	816,048
Remainder of Area	821,905	616,039
Washington Area	1,452,349	967,985
Washington (D. C.)	792,234	663,091
Remainder of Area	660,115	304,894
Pittsburgh Area	2,192,870	2,082,556
Pittsburgh City	673,700	671,659
Remainder of Area	1,519,170	1,410,897

State Population Totals: 1950 Preliminary, 1940 and 1900

State	*1950*	*% of U. S. 1950*	*1940*	*1900*
Alabama	3,052,395	2.04	2,832,961	1,828,697
Arizona	742,364	0.50	499,261	122,931
Arkansas	1,900,246	1.27	1,949,387	1,311,564
California	10,472,348	6.99	6,907,387	1,485,053
Colorado	1,315,206	0.88	1,123,296	539,700
Connecticut	1,994,818	1.33	1,709,242	908,420
Delaware	316,709	0.21	266,505	184,735
Dist. of Columbia	792,234	0.53	663,091	278,718
Florida	2,734,086	1.82	1,897,414	528,542
Georgia	3,418,120	2.28	3,123,723	2,216,331
Idaho	586,037	0.39	524,873	161,772
Illinois	8,696,490	5.80	7,897,241	4,821,550
Indiana	3,917,904	2.62	3,427,796	2,516,462
Iowa	2,609,748	1.74	2,538,268	2,231,853
Kansas	1,898,519	1.27	1,801,028	1,470,495
Kentucky	2,931,588	1.96	2,845,627	2,147,174
Louisiana	2,669,043	1.78	2,363,880	1,381,625
Maine	907,205	0.61	847,226	694,466
Maryland	2,322,657	1.55	1,821,244	1,188,044
Massachusetts	4,711,753	3.15	4,316,721	2,805,346
Michigan	6,334,172	4.23	5,256,106	2,420,982
Minnesota	2,967,210	1.98	2,792,300	1,751,394
Mississippi	2,171,806	1.45	2,183,796	1,551,270
Missouri	3,924,220	2.62	3,784,664	3,106,665
Montana	587,196	0.39	559,456	243,329
Nebraska	1,308,394	0.87	1,315,834	1,066,300
Nevada	158,378	0.11	110,247	42,335
New Hampshire	529,881	0.35	491,524	411,588
New Jersey	4,821,880	3.22	4,160,165	1,883,669
New Mexico	677,099	0.45	531,818	195,310
New York	14,743,210	9.84	13,479,142	7,268,894
North Carolina	4,034,858	2.69	3,571,623	1,893,810
North Dakota	616,185	0.41	641,935	319,146
Ohio	7,901,791	5.27	6,907,612	4,157,545
Oklahoma	2,230,253	1.49	2,336,434	790,391
Oregon	1,510,148	1.01	1,089,684	413,536
Pennsylvania	10,435,965	6.97	9,900,180	6,302,155
Rhode Island	786,324	0.52	713,346	428,556
South Carolina	2,107,813	1.41	1,899,804	1,340,316
South Dakota	650,025	0.43	642,961	401,570
Tennessee	3,280,575	2.19	2,915,841	2,020,616
Texas	7,677,060	5.12	6,414,824	3,048,710
Utah	686,842	0.46	550,310	276,749
Vermont	375,786	0.25	359,231	343,641
Virginia	3,247,781	2.17	2,677,773	1,854,184
Washington	2,361,261	1.58	1,736,191	518,103
West Virginia	1,998,536	1.33	1,901,974	958,800
Wisconsin	3,417,372	2.28	3,137,587	2,069,042
Wyoming	288,707	0.19	250,742	92,531
Transients	700,000			
	150,520,000		131,669,275	75,994,615

PRODUCTION

Civilian Radio-TV Cutbacks Mulled

RADIO-TV manufacturers last week contemplated the prospect of mounting orders for military electronics equipment and potential civilian cutbacks in the output of radio-television set and parts as Congress heard demands for additional funds to step up the government's program for stockpiling critical materials.

Plans for conversion of manufacturing firms to accommodate military production and estimates on cutbacks to be expected in fall production of civilian radio and television sets were revealed last week by a number of manufacturers, among them Westinghouse Electric Corp. and General Electric Co., both heavy producers of government equipment during World War II.

In a semi-annual stockpile report to Congress, the Munitions Board revealed that it now has on hand materials valued at $1,556,154,352—38% of the total stockpile objective—and an additional 12.2% or $495 million worth of items on order, a total of 50.6% of the total stockpile objective.

With a goal of $4 billion, the board hopes to increase that percentage to 57% by June 30, 1951, if Congress votes additional appropriations.

In his overall $10.5 billion request for arms funds, President Truman last week tabled about $2.6 billion for electronics equipment, tanks and guns, with electronics set for about $1 billion of that total [CLOSED CIRCUIT, July 24]. Altogether, the sum to be allotted for such equipment was placed at roughly $1.5 billion, taking into account an estimated $500 million under the previous Korean-aid appropriations request.

Congress promised early action in the President's new request for defense funds.

Military Assignments

Meanwhile, Gwilym Price, president of Westinghouse Electric Corp., said in Pittsburgh last week that his firm already has assigned military production jobs to each of its 68 plants, and asserted that Westinghouse could divert civilian production to military channels almost immediately. This plan, he added, was approved by the Munitions Board in 1948.

Production would encompass over 350 military parts "ranging from radar and related electronic equipment to secret and restricted devices developed since the last war," he stated. Westinghouse laboratories also are working on military development projects, he added.

Mr. Price said a "substantial percentage" of Westinghouse's current $1 billion production schedule has been tabbed for the military.

Heading the company's conversion planning is George Bucher, vice chairman, while officials of the firm's various manufacturing divisions serve as representatives in conferences with defense officials.

Other firms which are expected to carry the brunt of military production include Philco Corp., RCA, Admiral Corp., and General Electric Co. Each handled similar war orders in World War II and it was believed that they would receive the bulk of orders because of the speed with which they could convert and fulfill them. A host of smaller firms—in the hundreds—also would be pressed into military conversion for parts production, it was indicated.

Curtailment Estimates

Estimates on curtailment of civilian communications-electronics equipment production for fall last week ranged from 20% to 50%—with the usual reservations that the ultimate cutback would depend on the seriousness of the war situation.

It was held conceivable that TV output may be cut up to 50% if the international situation worsens materially, but some authorities thought this would not be a reality this fall.

Robert Sprague, president of Radio-Television Mfrs. Assn., has placed the estimate around 10% or 15%—not over 20%—if the tenor of present developments retains the present level [BROADCASTING, July 24, 17]. It is conceded, however, that television receiver output would be among the first to feel the pinch of any civilian retrenchment—with primary diversion of production to radar equipment.

Only 20% Cutback

Dr. W. R. G. Baker, vice president of General Electric Co., felt TV receiver cutbacks would approximate the 20% level "but surely no more" at the present time. Arthur Freed, president of Freed Radio Corp., thinks set production will drop sometime this fall.

In any event, it was felt that the industry production level still could exceed last year's approximate three million figure for TV sets.

It was generally agreed, however, that consumer prices for TV sets no longer would decline, as they have the past year, and that, in fact, prices would begin to taper off. While manufacturers have not yet taken such action as a group, Emerson Radio-Television last week announced a retail price boost

(Continued on page 36)

THE "Indian" in plain clothes (l) Les Biederman, general manager of the Paul Bunyan Network (WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey, Mich.), on behalf of MBS, receives an authentic Ottawa drum from Chief Mose Minnic of the Ottawa Tribe. Presentation was made to MBS in appreciation for its airing of the *Straight Arrow Program*.

RESERVE SPECIALISTS

Need Detailed

DEMANDS for enlisted and commissioned specialists in the communications-electronics fields, and to a lesser degree in the public relations realm, were shaping up last week as three key services under the Dept. of Defense—Army, Air Force and Navy—revealed their needs.

Instructions for the involuntary recall of key U. S. Air Force reservists to fill specific vacancies were issued last Tuesday by the Headquarters Continental Air Command at Mitchel Air Force Base in New York. High priority was given officer reservists with "military technical experience." The Air Force has stressed need for communications specialists in both the commissioned and enlisted branches. Enlisted personnel could apply by contacting their local unit officer.

Army Needs Given

The Army also confirmed openings for the same specialists. Additionally those holding commissions and desiring to return to Army public relations service could apply by writing to their branch area, giving experience, background, serial number and identification, and stating their availability.

In the case of a group of 10 or more officers, they could specify a public information training program and appeal for reactivation of their unit looking toward creation of a media pool for public information specialists. Credits built up during the course would be used toward promotions.

Enlisted personnel could appeal to the Pentagon chief information officer after the usual basic training period and before assignment of the military occupation specialty. Accredited letters from management in civilian occupation also were suggested. They also could indicate their availability for the Armed Forces Radio Service if desired, it was revealed.

In pointing out procedure, an Army spokesman noted that during World War II the Army Radio Branch was besieged with over 4,000 requests for service information at the very outset. During 1940-41, upwards of 25,000 specialists from radio station, network and allied fields pursued technical and information work in uniform, it was recalled.

It was believed that, in the case of total war, a full flush of television technicians and engineers—a considerable number of them even in the present draft range from 18-26—would provide a large wellspring in military technical pursuits, especially in radar work.

The Navy Dept. has no idea as yet how many public information enlisted men it may need, since it lacks authority and quotas at present from the Chief of Naval Operation. But reserve officers could send applications to the Chief of Naval Personnel, via the Public Information director, for consideration.

On the technical side, the Navy does desire a "limited number" of specialists in communications and intelligence from grade of commander down. Applications for active duty should be sent to Bureau of Naval Personnel.

Enlisted personnel with radar, electronic and technical communications experience are being taken in grades E-3 through E-6. Enlisted personnel, it was stressed, must have at least one year of obligated service in their present four or six year enlistment to qualify for organized reserve requirements. Voluntary reserve members merely would apply to local recruiting stations.

Uniform Policy

The Defense Dept. is working on a uniform policy for deferments for reservists. Meanwhile, the Navy has decided to grant deferments only to reservists working at key industrial jobs vital to national defense. The Air Force also is adhering to this policy at present. The Army has made no decision.

The Munitions Board already has set up a list of some 300 skills deemed scarce in wartime, and Board Chairman Hubert Howard has indicated that "persons having one of these skills will be drafted" in numbers to be gauged by demands of the services.

How this would apply to the radio-television and manufacturing industries was conjectural and dependent, it was believed, upon the needs met by the services and the seriousness of the emergency.

RATING BATTLE

Nielsen Offers Survey

ARTHUR C. NIELSEN, president of A. C. Nielsen Co., has joined the ranks of interested parties in the audience rating battle shaping up on the West Coast [BROADCASTING, July 24, 17].

Adding a new note to the fray, Mr. Nielsen offered to submit his rating service of the entire area covered by stations in a particular city for comparison with the Hooper and Pulse surveys. Since his firm does not have an adequate supply of audimeters installed in the San Francisco-Oakland area, Mr. Nielsen suggested a test—made concurrently with surveys by Hooper and Pulse—of the New York or Chicago areas.

The head of the Nielsen firm, which issues national radio-TV ratings, wrote Stanley G. Breyer, KJBS San Francisco commercial manager, that both his "interest and my sympathy were aroused by your advertisement in the July 3, 1950 issue of BROADCASTING . . ."

Other prominent leaders in the industry reported their reactions to Mr. Breyer whose station has proposed that the audience research firms The Pulse Inc. and C. E. Hooper Inc. submit to a radio audience test in the San Francisco-Oakland area.

Approach Lauded

Maurice B. Mitchell, outgoing director of Broadcast Advertising Bureau, called KJBS' position a "fearless approach to the complex problem of local audience measurement." Expressing agreement with Mr. Breyer's sentiments, Mr. Mitchell commented:

"The fact that two large research services cannot come up with the same listening pattern is a sad commentary on the caliber and quality of radio research. It is going to take a lot of irate spanking, both verbal and economic, from broadcasters like yourself to put things back on a sensible basis."

Typical of the remarks received at KJBS was this statement from Bert Ferguson, manager, WDIA Memphis: "May I suggest . . . any other interested survey firms be invited to make their particular type surveys at the same time . . ." From Ronald B. Woodyard, president, WONE and WTWO Dayton, Ohio: "I shall appreciate knowing the result of your challenge to Hooper and Pulse."

Cites Differences

Another broadcaster, George Arnold, general manager, KSMO San Mateo, Calif., in a statement to BROADCASTING doubted that the "San Francisco-Oakland Hooper rating" measured approximately the same thing as that of Pulse Inc.'s San Francisco Metropolitan market rating.

"In fact the total population of the Metropolitan market is roughly double the city zone of San Francisco-Oakland covered by Mr. Hooper," he said, pointing out the probability of wide divergence in the respective reports.

Mr. Arnold said it was his belief that each survey supported the accuracy of its findings within the limits of the area it covered.

A Canadian broadcaster, H. F. Chevrier, of Toronto, told Mr. Breyer that "here in Canada we have much the same problems and I feel quite sure that your findings will be very indicative of the Canadian research methods."

'Really Started Something'

Frederick Seid, owner of the advertising agency in San Francisco bearing his name, said: "You have really started something . . . I think you will get results. Congratulations for doing a courageous and highly constructive job for your industry."

A copy of a letter written by J. W. Davis, media director, Honig-Cooper Co., New York advertising agency, to American Assn. of Advertising Agencies' special committee on radio-TV research services, was sent to KJBS by Mr. Davis along with the comment: "I hope it will be possible to bring order out of the present rating confusion."

In his letter to AAAA, Mr. Davis attacked "duplication" in rating services and lack of an "acceptable kind of rating service. As an "answer" to the problem, Mr. Davis said he was sending along a clipping of KJBS' advertisement placed in BROADCASTING. He called upon the committee to set up such a study of rating services and supervise the "field work."

Mr. Nielsen, outlining in great technical detail the differences between the coincidental and the recall survey methods, commented: "One of the great unsolved mysteries of broadcasting is that the logical attitude you have taken has not been expressed by hundreds of other stations years ago."

Generally, Mr. Nielsen said, agreement of Hooper and Pulse figures are unobtainable because: (1) They almost never cover the same weeks and the same days of the week; (2) they seldom cover the identical areas (he agreed with Mr. Arnold that Hooper usually covers the city itself, plus some or all of the suburbs while Pulse may cover the city and several counties nearby); (3) differences exist in "home availability" (percentage responding); (4) Hooper is limited to homes with phones, Pulse covers both; (5) differences in time interval of interviews, program preferences and educational differences of families, etc.

CAPT. LATHROP

KENI KFAR Owner Kill

CAPT. AUSTIN E. LATHRO 84, president of the Midnight S Broadcasting Co., licensee KFAR Fairbanks and KENI A chorage, w killed last W nesday when fell off a coal c and was crush beneath t wheels.

Capt. Lathrop

According reports from Healy River C Corp. holdings Suntana, Ca Lathrop had be supervising a work crew on bridge when he slipped and fell he climbed aboard a coal car bei switched.

Capt. Lathrop was Alaska's lea ing industrialist and wealthie man. In addition to KFAR a KENI and his coal holdings, owned the Fairbanks *Newsmine*

Renews 'Lombardo'

FIRST NATIONAL STORE (New England supermarkets) r news the Frederic W. Ziv Co sydicated transcribed *Guy Lo bardo Show* for 52 weeks over Ne England Regional Network a supplemental stations. Agency John C. Dowd, Boston.

NIELSEN'S BRIEF

For Radio-TV's Healt

AROUSED over recent indications that "some broadcasters lack faith in *any* program rating service," Arthur C. Nielsen, president of A. C. Nielsen Co., last week invited BROADCASTING to look over a typical client service presentation of radio-TV program coverage and performance.

Insisting that radio-TV program ratings "tell no more of the whole story than a thermometer reading tells the doctor whether a patient is sick or well," Mr. Nielsen stressed the need for more comprehensive audience measurement research "over and above the mere rating of programs within limited areas or in such parts of market areas available through local telephone calls."

The audience of any radio station extends far beyond city boundaries, and varies by program appeal, Mr. Nielsen said. He spoke of his plans for unveiling a station coverage data service soon.

Believing that independent stations, networks, advertisers, and agencies are best served if they know the broadcasting picture regionally, the Nielsen Co. has divided the U. S. map into five parts—northeast, east central, west central, south, and pacific.

The company's research, as of May 1, shows that in the northeast territory 26.8% of all homes have television sets, and that 27% of radio homes have TV. In the east central states, 17% of all homes have TV and 21% of radio homes are TV equipped. In the west central area, the respective figures are 6% and 17%; in the south, 4% and 22%; in the Pacific area, 12.3% and 13%.

	Mystery Drama	Quiz & Aud. Part.	Sports	Comedy Variety	Popular Music
City Size					
Metro	11.3	9.2	4.9	12.6	6.9
Medium	11.7	10.6	5.2	13.6	7.6
Small Rural	9.3	8.5	3.0	13.8	7.8
Territories					
Northeast	10.6	8.4	4.2	11.2	6.2
South	8.5	7.4	2.0	10.1	5.6
East Central	12.4	9.4	4.9	15.0	9.8
West Central	13.5	11.5	5.7	14.5	9.6
Pacific	8.1	11.0	5.5	17.4	5.6
TV Ownership					
No	11.8	10.3	4.8	14.5	8.1
Yes	2.5	1.4	1.8	2.1	1.6

* * *

Regional studies of five evening radio program types show wide differences in preference. Average audience figures for March 1950 are shown in the above table.

A Nielsen report to one client emphasized the importance of four-week coverage in addition to ratings over a shorter period. Due to peculariarities of living habits the four-week measure more accurately represents radio program coverage, Nielsen maintains.

As part of its comprehensive client service, the Nielsen company keeps tab on the increasing cost of reaching a home via radi For example, in March 1949 th top 10 daytime shows reache 1,033 homes per dollar, as compared with 824 homes in March o this year. In April 1949 the coun was 947 homes, and last April, 74 homes per dollar.

The company had this to sa about radio-television trends i general:

During last April, radio was 10 below the year-ago level on an overal basis.

Radio's heaviest losses were in th metropolitan cities at nighttime, o about 24% off.

Radio's losses now are about 11 in the late afternoon hours and 7 in the late morning hours.

Television, as of June 1, accounte for about 14% of the radio-televisio national total (all hours).

Television's share during the impo tant TV hours stacks up like this— 8% from 2 to 5 p.m.; 18% from 5 t 8 p.m.; 23% from 8 to 11 p.m.

POTTSVILLE, Pa., is a city of 25,000 in the heart of the anthracite coal mining region. WPAM, 250 w 1450 kc Mutual affiliate, was established there in 1947. Manager Louis H. Murray found that his problem was to convince the merchants of the community that radio could do an advertising and selling job for them. Here's the story of the effective method he used in selling the medium to the merchants and to the community.

POTTSVILLE'S PROOF That Radio Sells

RADIO stations, regardless of whether they be the metropolitan clears, or the whistle stop's pride and joy, have two activities in common — increasing sales, and demonstrating radio's effectiveness to users and non-users of the medium alike.

Authority for this statement—authority is the right word in view of his station's success in making these two activities pay off—is Louis H. Murray, manager of WPAM-AM-FM Pottsville, Pa.

Pottsville is a city of 25,000 in the anthracite coal fields of Pennsylvania. It has a trading area of 178,830 people to draw from and is the largest city in a county with 228,331 residents.

WPAM has just completed a successful campaign which shows how one station in this size market went all-out to merchandise and promote, by radio alone, sponsor products. Project was the WPAM-sponsored Schuylkill County Parade of Business Exposition.

Commenting on the exposition, Mr. Murray said its success is now past history and radio is in the Pottsville market to stay. "Local police records show that no event in the city's history attracted so many people to so concentrated an area at any one time. We had estimated that we would have about 15,000 people pass through our exhibition hall during the life of the show—that was to be a seven night total," he said.

"Yet," Mr. Murray went on, "the first night the Schuylkill County Parade of Business Exposition was open, 10,000 people were clocked through the doors. When the doors opened at 7 p.m. that first night, there was a line, two abreast, extending for six blocks—and best of all, radio, and only radio had brought them there."

Cites Direct Sales

Not only did they come and listen but they bought as well. Not one of the exhibitors failed to make up, in direct sales, the original cost of his booth space. Typical were an Admiral television dealer who sold 18 television sets; a Kaiser-Frazer dealer who sold two cars in the first hour of the show; a heating contractor who sold 15 furnace installations direct from his booth; an Atlantic gasoline distributor who signed two quantity users to long-time contracts. There were many others.

In conceiving exhibition plans, Mr. Murray and his staff were confronted with the fact that WPAM, founded in 1947, was a relative newcomer to the local advertising picture. That meant a fulltime, year-long uphill battle to sell radio to businesses in the Pottsville area.

After a careful study of these and other problems a radio station is faced with, it was decided that some visible evidence of the outlet's effectiveness had to be produced. WPAM had Conlon surveys, BMB maps, plus the usual assortment of coverage maps and literature, but these were merely figures on paper, Mr. Murray pointed out. "How could the station give some tangible evidence of its power and influence over the shopping public of the Pottsville trading area?"

The answer, which turned out to be a four-in-one bullseye, was a business fair. "We could invite businesses to cooperate that normally do not use radio," Mr. Murray said, "but who have used the exhibition approach successfully in the past, and by means of a space-time package acquaint these non-users with our medium. We could put on a bang-up show for the community in general, thus giving us a solid community promotion we're always eager to undertake. Finally, we could promote the business fair by radio only and prove our effectiveness by the crowds of people attracted—concrete evidence of our medium's effectiveness."

Plans Are Set

From that point, WPAM leased the largest available hall, 35,000 square feet of exposition space. Then floor plans were drawn, brochures printed and air publicity begun. The name Schuylkill County Parade of Business Exposition was picked after the station figured the county-wide approach far better than a single city identification.

In arranging the exposition, WPAM continually emphasized that the promotion was to be strictly a radio one except for the space solicitation brochures mailed to the local prospect list.

WPAM's space-time package to participants was $125 for 8x10 ft. booths, a few larger booths selling for $300, one half of the amount paid being used in advertising on WPAM. In return for the booth

(Continued on page 38)

* * *

Opening night crowd—built by radio ALONE.

A Parade for All Types of Business . . .

from automobiles . . .

. . . to furniture

to pianos . . .

REILEY'S STORES INC.

. . . to electrical appliances

On the dotted line . .

SETTING Greater Kansas City Pontiac Dealers' sponsorship of 1950 Big Seven Football Games on WHB Kansas City are (l to r): seated, Don Fitzgerald, Central Pontiac; William L. Gillmer, Gillmer Motor Co.; S. H. Reeder, Pontiac zone mgr.; standing, Ed Birr, WHB sales; Frank Ball, Frank Ball Pontiac Co.; Larry Ray, WHB sports dir.; Andy Klein, Andy Klein Pontiac; E. L. McIntyre, Pontiac zone parts; Lewis Laner, Laner Pontiac; Russell Luenberger, Perry Motor Co.

LAWRENCE D. JOHNSON (seated), pres., Fidelity Savings & Loan Assn., contracts for two half-hour *Allen Roth* programs a week over WGIL Galesburg, Ill. With him are (l to r) Robert W. Frudeger, WGIL gen. mgr.; LeRoy Williamson, Fidelity secy.; George F. Thoma, WGIL sales.

BUYING 52 weeks of the *KOA Mile High Farmer* on KOA Denver, starting Aug. 7, Gerould A. Sabin (seated), advertising director, Colorado Fuel & Iron Co., signs on the dotted line. Standing are Mort Thorp Jr. (l), KOA acct. executive, and Lloyd E. Yoder, KOA general manager.

NEW show, *Hollywood Parade,* aired over KFH Wichita, Kan., Saturday, 8:30 a.m., is bought by C. R. Sullivan (seated), owner-manager of string of independent theatres in Kansas. Standing by are Ed Stawniak (l), KFH acct. executive, and Leonard Kane, city manager, Sullivan Independent Theatres.

CONTRACT, said to be the longest binding one to date between ABC's Western network and a West Coast newsman, is arranged by Bob Garred (seated) and Frank Samuels, vice president, ABC Western Div. Deal gives ABC seven-year exclusive radio and TV rights to Mr. Garred [BROADCASTING, July 3].

BROADCASTS of Maryland U. grid games on WITH Baltimore are set by (l to r): (seated) C. W. Hoffman, pres., Maryland Chevrolet Dealers' Assn., sponsor; Jim Tatum, Maryland U. athletic dir.; Louis Kiefer, pres., Baltimore Chevrolet Dealers; (standing) J. W. McIlhenny Jr., Ketchum, MacLeod & Grove; William W. Cobey, business mgr., Maryland U.; R. C. Embry, WITH v.p.

MOBILIZATION

No RTMA Committee Seen

NO MOBILIZATION committee is contemplated by Radio-Television Mfrs. Assn. at this time in view of the existence of the present Electronic Industry Advisory Committee, RTMA President Robert C. Sprague announced last Wednesday.

"RTMA recently offered to cooperate with national defense officials in expediting the procurement of radio and electronic parts and equipment for our armed forces," Mr. Sprague noted. "Moreover, we expect to maintain a constant liaison between the industry and the defense officials throughout this national emergency."

He felt a special mobilization committee now would "merely duplicate the work of the Electronic Industry Advisory Committee which represents all segments of radio-television manufacturing." Advisory group was established jointly by the Munitions Board and National Security Resources Board.

"If later developments indicate the desirability of establishing a special RTMA committee to work with any of the defense agencies which may be set up, we will act promptly to assist the government and protect the interests of the radio-television industry," he stated.

Mr. Sprague recalled that RTMA encouraged the formation of the present committee in 1948 after its Mobilization Policy Committee had drafted a recommended plan for radio and electronics. The RTMA group was dissolved when the MB-NSRB unit was formed.

Members of the Electronic Industry Advisory Committee are:

Industry Chairman, F. R. L Western Electric Co.; Benjan Abrams, Emerson Radio & Pho graph Corp.; A. A. Berard, Ward Le ard Electric Co.; Dr. W. R. G. Bak General Electric Co.; Max F. Balc Sylvania Electric Products Inc.; E. Butler, Federal Telephone & Ra Corp.; Robert W. Carter, Carter Mo Co.; Monte Cohen, F. W. Sickles C A. Crossley, Electric Products Labo tories Inc.; R. O. Driver, Wilber Driver Co.; H. A. Ehle, Internatio Resistance Co.; Ray C. Ellis, Raythe Mfg. Co.; Walter Evans, Westingho Electric Corp.; Frank M. Folsom, Ra Corp. of America; Paul V. Galvin, M torola Inc.; G. M. Gardner, Wells-Gar ner Co.; W. J. Halligan, The Hallicra ers Co.; Robert F. Herr, Philco Cor W. P. Hilliard, Bendix Radio, Div. Be dix Aviation Corp.; H. L. Hoffman, Ho man Radio Corp.; J. J. Kahn, Standa Transformer Corp.; John Kruesi, Ame ican Lava Corp.; W. A. MacDona Hazeltine Electronics Corp.; H. Olesen, Weston Electrical Instrume Corp.; A. D. Plamondon Jr., Indi Steel Products Co.; Arthur E. Thiesse General Radio Co.; C. A. Warden Superior Tube Co.; G. E. Wrig Bliley Electric Co., and Mr. Sprag Sprague Electric Co.

NAMES FINCH

Heads Mich. Defense Unit

HOWARD K. FINCH, manager of WJIM-AM-TV Lansing, Mich., and vice president of the Michigan Assn. of Broadcasters, has been named by Gov. G. Mennen Williams of Michigan to head its civil defense technical committee on communications. He will serve as chairman of a committee of 16 prominent communications officials selected throughout the state.

Other broadcasters named to the group include Wilks Dunbar, WKZO Kalamazoo; Franklin Mitchell, program director of WJR Detroit, and representatives of the American Radio Relay League, Public Service Commission, Western Union Telegraph Co., and telephone companies and associations.

The committee was recommended by the Michigan Civil Defense Council and will advise on matters pertaining to organization, facilities and coordination of communications activities. Mr. Finch, 20-year veteran of the broadcast industry, saw action during World War II with the 9th Air Force in Europe.

WARTIME POLICY

Reinstated for NBC Personn

REINSTATEMENT at NBC wartime policies concerning perso nel entering military service w announced last week by Ernest la Ossa, director of personnel.

Regular employes who volunte or are called for military serv will be granted leave of absen without pay for such period service. Reinstatement after ser ice will be in accord with Select Service Act provisions.

Employes of at least six mont will be paid the difference betwe their last NBC monthly pay with out overtime and any lesser amou including allowances paid them t first month in the service.

N. J. DEFENSE

FM Network Planned

PLANS for an emergency FM network to cover New Jersey for civilian defense use were announced last week by Carl Mark, president of the New Jersey Broadcasters Assn. and manager of WTTM Trenton, following a meeting of representatives of NJBC.

James L. Howe, president and manager of WCTC New Brunswick has been appointed NJBA civil defense coordinator, it was also announced.

Appointed to a technical planning committee were: Jerome P. McCarthy, WTOA Trenton, chairman; Roland Trenchard, public relations director, WAAT Newark; and Paul Alger, manager, WSNJ Bridgeton.

Foreign Shows

PROPOSAL has been made fina by FCC relaxing its rules to allow informal rather than formal applications to be made for authority to transmit programs abroad [BROADCASTING, May 30, 1949]. Formal requests will be required as heretofore, however, if the programs are not to be also aired in the U. S. or the applicant is not an existing licensee or permittee.

COMMUNICATIONS

Alternate Defense Center

PLANS for construction of a "supplemental communications installation" near Frederick, Md., presumably to serve as an alternate "nerve" center for the vast network of communications facilities in the event of an atomic attack, were announced by the Dept. of Defense last Wednesday.

Signal Corps declined comment on the statement: "Plans are going forward for the establishment of a supplemental communications installation at and nearby Camp Ritchie, Md. . . ." It described those plans as being of a "highly classified nature."

"Decision to locate the supplemental facilities is the result of long range planning which was begun shortly after the close of World War II."

That planning, it was recalled, dealt with creation of an alternate general headquarters, and provision for a vast network of communications facilities and personnel patterned after the system utilized in the Pentagon.

The announcement revived speculation over the importance of a supplemental center to implement plans for the whole wide range of civil defense involving radio networks and stations, telephone and telegraph companies, amateur radio operators, and other groups. It presumably contemplates an Air Defense Control Center for the nation's capital, and recalls one recommendation set forth in the famous 1948 Hopley report, now used as a guide for National Security Resources Board planning:

Guide Report

> Within each Air Defense Control Area the Air Force will set up an Air Defense Control Center in charge of an Area Air Defense Commander who will be responsible for the air defense of the area. The control center will be operated by personnel of the Air Force. It should also be the operating center for a Civil Defense Air Raid Warning Chief, in order to assure prompt utilization of air raid information gathered by the Air Force and for its transmission for use of Civil Defense organizations.
>
> *Alternate centers may be established or radar installations in the control area may be designated for emergency use as an Air Defense control center in the event the primary center is made inoperative.* . . . Each . . . center will be interconnected by appropriate communications facilities with all the available and necessary sources, so as to receive all information concerning air activity in the area. . . .

Similar Plans

Similar plans were suggested in the book, *Star Spangled Radio*, authored by Col. Edward M. Kirby, now recalled to active duty by the Army, and Jack Harris, general manager of KPRC Houston, a colonel in the Army reserve. Cols. Kirby and Harris wrote:

"With Washington likely to be the Number 1 target in the next war, provision should be made for the broadcasting of communiques and news from bomb-proof studios throughout the nation. *Both government and radio must be mobile.* Provision must be made for the interconnecting of all network and non-network stations. . . . There must be alternate facilities which could be brought to use. . . ."

"With the first radio-controlled missile . . . with the first terrifying blast of atomic energy over some American target would come, simultaneously, the effort to seize or destroy our radio communications facilities. Destroy our army's lines of communications, and you destroy the army. . . ."

That also was echoed by the Hopley report which stressed that "communications are the 'nerve system' of civil defense."

RECORDING EXEMPTION

House Passes Duty Bill

THE HOUSE last week passed legislation to aid clearance of overseas news recordings and exempt State Dept. Voice of America recordings from import duty. The bills, approved by the House Ways and Means Committee a fortnight ago [BROADCASTING, June 17], were sent to the Senate Wednesday.

Of particular interest to broadcasters is the recordings measure (HR 8726), sponsored by Rep. Aime J. Forand (D-R. I.). It would cut red tape broadcasters have met in customs for clearance of incoming tape and disc recordings made by correspondents abroad.

The Voice of America recordings bill (HR 8514), sponsored by Rep. Robert L. Doughton (D-N. C.) in behalf of the State Dept., would exempt Voice discs from duties under the 1930 Tariff Act. A companion measure in the Senate already has been approved by committee action and awaits consideration by the chamber.

ANTI-HOARDING

Radio, TV Back Truman Plea

RADIO and television were quick to rally to support of the President's anti-hoarding plea of a fortnight ago. Among first reports to BROADCASTING were:

The Southern California Broadcasters Assn. board of directors has voted full support of the request, calling for its members to police advertising on the air to prevent urging of buying of particular items because of anticipated shortages. Seven Los Angeles stations already have notified the association that they are voluntarily modifying or even going so far as to refuse that type of advertising. They include KFWB KOWL KVOE KMPO KFMV (FM) KWKW KNX.

Southern California Assn. of Advertising Agencies also has offered its cooperation in the project, with other agency groups expected to follow suit.

A special bulletin has been sent to each of the 37 stations belonging to the Tennessee Assn. of Broadcasters by F. C. Sowell, TAB president. In the bulletin were instructions to discontinue immediately TAB's two-year-old "Let's Sell Optimism" campaign, replacing it with "anti-hoarding" announcements.

Resolution barring advertising which encourages panic buying, shortages and price jumps, was adopted last week by 350 members of the Hollywood Ad Club, representing all facets of advertising. Giving full support to President Truman's plea, the club also pledged to "counteract, to the best of our ability, any rumors that might generate hoarding and abnormal buying of essential goods."

BAB TALKS

NAB Takes Larger View

NAB IS "thinking bigger" about the scope and functions of its Broadcast Advertising Bureau, it was learned Friday following a two-day session of the special NAB board committee on BAB operations.

The war situation has altered the committee's approach, since a different kind of selling will be entailed if and when shortages develop in normal consumer fields.

Committee met to discuss the whole BAB setup looking toward recommendations it will present on question of partial or total severance from NAB.

Members met Thursday—afternoon and evening—and were scheduled to convene again Friday. First sessions were described as "preliminary," with some progress made on the plan to give the NAB sales arm independent financial status. Target date for separation is April 1, 1951.

WDAK
WRBL
WRBL
ABC
WGBA
A

COLUMBUS, Ga., stations WRBL WDAK WGBA get certificates of appreciation from the Army at a June 28 luncheon for public service—timely reminder of radio-military cooperation. L to r: Maj. Rex W. Seavey, Columbus recruiting station; Allan Woodall, WDAK; Jim Woodruff Jr., WRBL; Walter Windson, WGBA, and Lt. Col. Romayne T. Uhler, deputy for recruiting, Georgia Military district, who presented awards.

Attending the sessions, under the chairmanship of Robert D. Swezey, WDSU-TV New Orleans, La., were Edgar Kobak, WTWA Thomson, Ga.; Charles Caley, WMBD Peoria, Ill.; Allen Woodall, WDAK Columbus, Ga., and William B. Quarton, WMT Cedar Rapids, Iowa. Maurice B. Mitchell, outgoing BAB director, also attended.

Mitchell Successor

Successor to Mr. Mitchell at the BAB helm remained conjectural Thursday. Frank Pellegrin, mentioned as a possible successor, was reported as "unavailable."

Mr. Pellegrin is vice president and sales director of Transit Radio Inc., and holds minority interests in three independent station projects. A former department head of NAB, Mr. Pellegrin has a wide following.

The Swezey committee, it is understood, talked scope of BAB rather than individual candidates for the directorship. It was generally felt that the complexion of the bureau's functions has been changed virtually overnight because of the war picture.

The Committee is not necessarily thinking in terms of $17,000 salary ceiling for the director's post. The pay could go considerably higher, it was thought, depending upon the stature of the executive.

RICHARDS' HEALTH

Showdown Expected

THE QUESTION of G. A. (Dick) Richards' physical ability to testify in FCC's hearing on his news policies appeared last week to be headed for a showdown which might come as the hearing enters its seventh week in Los Angeles today (Monday).

After a two-hour debate Thursday, Examiner James D. Cunningham ruled that counsel for Mr. Richards must decide by today to have Dr. H. B. Steinbach, Detroit specialist, personally testify as to the station owner's health, or a subpena will be issued for Mr. Richards' appearance.

FCC General Counsel Benedict P. Cottone undertook at the outset of the current sessions in June to compel attendance of Mr. Richards, but was blocked at least temporarily by medical testimony that such a move might cost Mr. Richards his life, due to a heart ailment.

Renewing his efforts last Thursday, Mr. Cottone called upon Dr. Mildred Healey, diagnostic roentgenologist of the U. S. Public Health Dept., who testified after examining x-rays of Mr. Richards' chest that she found no evidence that his heart was "grossly enlarged," as his Los Angeles physician had reported.

She contradicted much of the testimony presented earlier by Dr. Roy E. Thomas in Mr. Richards' behalf, but said her statement was "only an estimation" because she did not have a report on a complete physical examination of Mr. Richards. The chest x-ray, made June 2, was presented by Dr. Thomas.

Seek Steinbach

A proposal was then advanced that Dr. Steinbach, who had previously submitted an affidavit and letters to the effect that Mr. Richards should not testify, be summoned from Detroit to present testimony. Hugh Fulton, chief trial counsel for Mr. Richards, objected on grounds of the expense involved. Mr. Cottone then suggested that a group of impartial doctors examine Mr. Richards. Again Mr. Fulton protested.

Examiner Cunningham said he was inclined to enforce the subpena for Mr. Richards but was interested in having Dr. Steinbach's testimony. Testimony in the hearing to date makes it clear that Mr. Richards' testimony is pertinent, he declared, adding that he was "not thoroughly convinced that Mr. Richards' appearance would have the effect indicated."

Meanwhile, the probe into the background of news operations at Mr. Richards' KMPC Los Angeles —and particularly the role played by Mr. Richards — continued through most of the week's sessions.

FCC witnesses—former KMPC newsmen—emphasized the station owner's active interest in KMPC newscasts and told of conversations in which, they said, he voiced his own views on public issues and personalities and gave instructions for news handling.

Counsel for Mr. Richards put the newsmen through detailed cross-examination in an effort to punch holes in their testimony.

Frequent exchanges between opposing counsel—Mr. Cottone and Attorney Fred Ford for FCC, and Attorneys Fulton and Joseph Burns for the station owner—continued to mark the sessions.

Based on charges that Mr. Richards ordered news slanted according to his own political and social beliefs, the hearing involves the license - renewal applications of KMPC, WJR Detroit and WGAR Cleveland, all controlled by Mr. Richards, and a proposal to transfer control to a trusteeship.

Fitzpatrick Called

General Counsel Cottone meanwhile asked Leo Fitzpatrick, board chairman of WGR Buffalo and former vice president and general manager of WJR, to appear as a witness to identify correspondence purportedly passed between him and Mr. Richards during his tenure at the Detroit station. Mr. Fitzpatrick replied that he knew "little or nothing" about KMPC operations, which are the subject of the Los Angeles sessions, and would testify in Los Angeles "only in response to a subpena."

Asserting that he did not wish to "become involved in this controversy" and that this has been his "consistent position," Mr. Fitzpatrick recalled that he had not allowed FCC staff members to examine papers and correspondence in his office until his Washington counsel advised him to do so.

He told Mr. Cottone that "I hope you may decide that my appearance as a witness is unnecessary.

"I feel that any testimony which I may be required to give should be in connection with WJR when and if there is a hearing in Detroit," he asserted.

In last week's sessions Eddie Lyon, KFWB Hollywood announcer-newscaster and one-time KMPC news director, testified that Mr. Richards once said during a staff meeting that "we must have unbiased news, bold, straight down the middle," and then asked everybody present: "How are we going to start a rumor about Eleanor Roosevelt and Henry Wallace running for office on the same ticket?"

He said Mr. Richards was a devoted Republican and wanted t GOP picture emphasized in new casts and favorable news about t Democratic administration omitt

Mr. Lyon said he inserted a L Angeles *Examiner* news story in a political roundup broadcast Mr. Richards' instructions.

He said that "many times" followed instructions which M Richards had given, that "ma times" he "ignored" them, and th "many times I toned them down

Mr. Lyon said he accepted pr motion to news director of KMP after salary adjustments had be made and Vice President and Ge eral Manager Robert O. Reynol had agreed that Mr. Richards w to "lay off the phone calls." Befo that, he said, he hadn't wanted t job because of confusion resultin from Mr. Richards' "interference He succeeded Clete Roberts, n one of FCC's witnesses.

Mr. Lyon expressed belief th Mr. Richards sometimes telephon just to "get something off his che He was just boiling over and wa ed to talk about them [stories the news]. But then there we other times. . . ."

He said he "carried out what believed he wanted me to do newscasts," but conceded tha sometimes he rebelled. Once, said, Mr. Richards told him telephone to refer to Presiden

(Continued on page 61)

LICENSE FEES

Senate Group Circulates Report

PROPOSALS to levy license fees on commercial stations and recipients of other "special" government services, long smoldering on Capitol Hill, were referred last week to the appropriate Senate committees for independent study and action.

The issue was dropped into the laps of key committee chairmen, including Sen. Ed C. Johnson (D-Col.), who heads the Senate Interstate and Foreign Commerce Committee which has jurisdiction over FCC affairs, by the Senate Executive Expenditures Committee. The latter had been laying groundwork on the fees assessment question since March [BROADCASTING, March 20, 13].

In its report (No. 2120), prepared under the direction of the chairman, Sen. John L. McClellan (D-Ark.), the group summarized findings of its staff investigation of services rendered by some 12 government agencies. The study looked into the services performed and emphasized those which might be assessed.

Questioned about the report late Thursday, Sen. Johnson said he had not yet received it. But, he said, any such proposal—that government agencies impose fees on certain of its special services—would be "far reaching" and deserved "most careful study."

The report points to FCC as a prime example of an agency which "renders services the benefits of which accrue wholly to special interests which derive therefrom the means of financial success."

According to the investigators:

"The FCC renders a tremendous variety of services, a substantial number of which would lend themselves to equitable fees. The Commission processes applications and grants permits for the construction and operation of commercial radio stations. Such an operating permit is in effect a franchise to a segment of the radio audience.

'Costly Process'

"The Federal Government sees to it that the right to that audience is not disturbed, and the operator is thus able to insure to purchasers of time over his facilities access to the market addressed. Construction permits constitute the Commission's heaviest workload, involving in an increasing number the necessity of formal hearings so as to provide a sound basis for granting or denying an application. This is a costly process and one which the Government renders without charge.

"True, the applicant himself may be put to some personal expense in the filling of his application and through attendance at a subsequent hearing, but he does not defray any of the cost to which the general public is put to conduct a proceeding which may assure to the applicant a remunerative business under special Federal protection. Thi is an outstanding example of service for which a fee may mos appropriately be assessed."

In more specific terms, the r port points to the following ser ices provided by the Commission a being particularly applicable to a assessment:

(1) Radio-station constructi permit.

(2) Radio-station operating cense and renewals thereof.

(3) Authority for assignment o license.

(4) Radio-operator license.

(5) Applications for authorizations under Title II of the Communications Act and under th Cable Landing License Act (involving certificates of convenience an necessity).

(6) Equipment approval.

Not Revenue Category

While staff members maintained the proposals were not technically in the direct revenue raising category, authorities noted that Congressional approval, neverthele would have that effect. For thi reason alone, it was seen that th release of the report could not hav been more timely. Congress is confronted with finding new ways t meet the suddenly stepped u spending program for defense. Lawmakers also are very receptive to new ideas for cutting expenses

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Census

(Continued from page 22)

sylvania, Illinois and Ohio in that order. Texas—largest state' geographically — remained sixth in population rank. Nevada, with 158,378 persons, was last.

Five states in the preliminary count appeared to have had population losses in the 10-year period. These were Arkansas, Mississippi, Nebraska, North Dakota and Oklahoma.

The upsurge in population resulted largely from an increase in the birth rate, chiefly because of the great number of wartime marriages, coupled with a decline in the death rate giving a longer life span. Regional movements, the Bureau added, reflected the effect of World War II, economic prosperity, migration of workers, and other factors.

The states' totals, the Bureau stressed, do not add up to the U. S. total because of 700,000 persons still to be distributed to states. Final population total of any state, it was explained, may differ with the preliminary count because of revisions: persons recorded elsewhere, counting of crews of vessels docked at ports in a particular state, etc.

HUSING SIGNED

For Liberty Gridcasts

TED HUSING has been signed to broadcast seven Army football games and five New York Giants (pro football) games this fall over Liberty Broadcasting System, James Foster, general manager of LBS, announced Thursday in Dallas. Negotiations for Mr. Husing were handled by Bert Lebhar, executive director of WMGM New York.

Mr. Foster also disclosed that all of the New York Yankees (pro football) schedule and all of the Louisiana State U. games will be broadcast over Liberty with Gordon McLendon, president of LBS, at the mike.

Liberty will offer its stations three games on most Saturdays during the fall season, with the Louisiana State games the only night Saturday schedule in the nation, and a West Coast game of the day included.

SIX BANKS BUY

WBS Transcribed Show

SPONSORSHIP by banks in six additional communities of the World Broadcasting System's *Forward America* series was announced last week.

The transcribed, half-hour show features Walter Huston and includes readings and music identified with America. Recently added sponsors and stations are:

Lufkin National Bank on KTRE Lufkin, Tex.; Marion National Bank on WMEV Marion, Va.; Station National Bank on KTSM El Paso; Bank of Erath on KROF Abbeville, La., and American State Bank on WCDB Lubbock, Tex.

106 Cities Over 100,000 Population

(According to Preliminary Figures of Census Bureau and subject to possible revision.)

New York	7,841,610
Chicago	3,631,835
Philadelphia	2,057,210
Los Angeles	1,954,036
Detroit	1,837,613
Baltimore	939,865
Cleveland	904,546
St. Louis	852,523
Washington, D. C.	792,234
Boston	788,552
San Francisco	760,381
Pittsburgh	673,756
Milwaukee	632,938
Houston	593,600
Buffalo	576,506
New Orleans	568,407
Minneapolis	517,410
Cincinnati	499,744
Seattle	462,981
Kansas City	453,290
Newark	437,833
Dallas	432,805
Indianapolis	424,683
Denver	412,823
San Antonio	405,973
Memphis	394,025
Oakland, Calif.	378,322
Columbus, Ohio	373,821
Louisville	371,859
Portland, Ore.	371,009
Rochester, N. Y.	331,292
Atlanta	326,962
San Diego	321,485
St. Paul	310,155
Toledo, Ohio	301,372
Jersey City	300,447
Birmingham	298,747
Fort Worth	277,049
Akron	273,189
Providence, R. I.	254,027
Omaha	247,397
Miami	247,262
Long Beach, Calif.	243,921
Dayton, Ohio	243,108
Oklahoma City	242,450
Richmond	229,897
Syracuse, N. Y.	220,067
Worcester, Mass.	201,875
Jacksonville, Fla.	198,880
Norfolk, Va.	182,377
Salt Lake City	181,902
Tulsa	180,586
Des Moines	176,954
Hartford, Conn.	176,623
Grand Rapids	175,647
Nashville, Tenn.	173,359
Youngstown, O.	167,643
Wichita, Kans.	165,374
New Haven, Conn.	164,206
Springfield, Mass.	162,601
Flint, Mich.	162,193
Spokane	160,473
Bridgeport, Conn.	158,678
Yonkers, N. Y.	152,533
Tacoma, Wash.	142,975
Paterson, N. J.	139,423
Sacramento, Calif.	135,862
Albany, N. Y.	134,382
Charlotte, N. C.	133,212
Fort Wayne, Ind.	132,831
Gary, Ind.	132,461
Austin, Tex.	131,964
Chattanooga	130,333
Erie, Pa.	130,125
El Paso, Tex.	130,003
Kansas City, Kan.	129,583
Trenton, N. J.	127,894
Mobile, Ala.	127,129
Shreveport, La.	125,506
Scranton, Pa.	124,747
Camden, N. J.	124,474
Knoxville, Tenn.	124,117
Tampa, Fla.	124,073
Baton Rouge, La.	123,954
Cambridge, Mass.	120,700
Savannah, Ga.	119,109
Canton, O.	116,312
South Bend, Ind.	115,402
Elizabeth, N. J.	112,675
Berkeley, Calif.	112,125
Fall River, Mass.	112,091
Peoria, Ill.	111,475
Wilmington, Del.	109,907
Evansville, Ind.	109,867
New Bedford, Mass.	109,033
Reading, Pa.	108,929
Corpus Christi, Tex.	108,051
Allentown, Pa.	106,254
Montgomery, Ala.	105,715
Phoenix, Ariz.	105,003
Waterbury, Conn.	104,209
Duluth, Minn.	104,060
Pasadena, Calif.	103,971
Somerville, Mass.	102,254
Utica, N. Y.	101,479
Little Rock, Ark.	101,387

PROMOTION CLINIC

Set by CBS This Week

CBS Program Promotion Managers Clinic for 1950, at which the network's fall campaign plans will be announced, will be held in New York July 31 and Aug. 1.

Attending will be CBS executives, including President Frank Stanton, and more than 150 program promotion managers.

The July 31 meeting will be at the Waldorf-Astoria, and the Aug. 1 meeting in CBS' studios. Seminars on art and production, presentations, media, and related subjects, will be conducted.

Promising the most unusual campaign in the fall ever undertaken by a network, Louis Hausman, CBS director of advertising and sales promotion, said daily advertisements of CBS shows would run in some 250 newspapers. Other facets of the campaign would be revealed later, he said.

CBS speakers at the July 31 meeting, in addition to Messrs. Stanton and Hausman, will be: Charles Oppenheim, director of program promotion; Jack Cowden, general manager of the promotion department; Charles Monroe, program writing division head; Jack Karol, AM sales manager; Robert Heller, director of New York-AM programs; George Crandall, director of press information, and Harper Carraine, assistant director of research.

Affiliate program promotion managers who also will speak: Jack Stone, WRVA Richmond, Va.; Warren Journey, WFEA Manchester, N. H.; Cody Pfanstiehl, WTOP Washington; Nate Cook, WIBX Utica, N. Y.; Leo Cole, WMT Cedar Rapids, Iowa; George Coleman, WGBI Scranton, Pa., and Carl George, WGAR Cleveland.

WOW NAMES

Sec. Matthews, de Moss

Mr. MATTHEWS

* * *

SECRETARY of the Navy Francis P. Matthews, stockholder in WOW Inc., licensee of WOW-AM-TV Omaha, has been named president of the corporation succeeding John G. Gillin Jr., who died July 18 [BROADCASTING, July 24]. Lyle de Moss, assistant general manager, has been named acting general manager succeeding Mr. Gillin, it was announced.

Mr. de Moss

Robert P. Samardick, associated with WOW since its inception, has been named vice president, the station announced. WOW Inc., in addition to being licensee of WOW-AM-TV, also is licensee of KODY North Platte, Neb.

A native Nebraskan and attorney, Secretary Matthews also is a member of the Federal Communications Bar Assn. Mr. Samardick is also president of Samardick & Co., Omaha armored car money collection service. Mr. de Moss, in radio since 1923 and with WOW since 1937, was named assistant manager two years ago.

WRIGHT TO WPAT

As General Manager

DICKENS J. WRIGHT will become general manager of WPAT Paterson, N. J., effective Aug. 1, it was announced last week by Richard Drukker, president of the New Jersey Broadcasting Co. which owns WPAT.

Mr. Wright, until recently general manager of WICC Bridgeport, Conn., has had 16 years experience on metropolitan stations and station representative firms in and around New York. His past associations include WOV New York, CBS Radio Sales, ABC Spot Sales, WMCA New York and WMGM New York.

As general manager of WPAT Mr. Wright will supervise all station operation.

ANA's Rate Putsch

(Continued from page 19)

9 million TV homes by January 1951 we should be prepared to face losses in the magnitude of 22% or more in the number of homes using radio during prime evening hours, as compared with 1949.

"B. Actually the problem is a series of local situations, each of a different magnitude at the moment and each growing more acute as more TV sets are installed. Consequently, the need for radio rate adjustments must be approached on a local basis in order to be equitable for both the network advertiser and the spot advertiser, for both the indi-stations and entire networks.

"C. A reasonable mathematical basis for recalculating radio time values to the advertiser in the light of local television development indicates that reductions in value for some individual stations would run as high as 50% and 55% of their present evening rates; and that the composite of individual station adjustments would work out to 14.9% for the full CBS network and (purely a coincidence) 14.9% for the full NBC network."

Note of Thanks

The report itself opened with a note of thanks to A. C. Nielsen Co. which "has generously made available to the ANA for this study certain of its copyrighted data and has offered us its help and counsel on a complimentary basis despite the fact that only a fraction of the ANA members using radio and/or TV are subscribers who support the National Nielsen Radio Index and the National Nielsen Television Index."

Gratitude was also expressed to C. E. Hooper Inc. which "has been very liberal in providing copyrighted data from TV City Hooperatings and other Hooper services to facilitate evaluation of the situations being created in the local broadcast audiences through the advent of TV."

The note of thanks added that "Mr. Hooper also has been generous in making his services available to your Radio-TV Steering Committee as a dollar-a-year consultant."

The report drew upon Nielsen average audience figures to show that CBS and NBC evening programs occupying the same time periods without change during the compared years had experienced "significant declines in average audience ratings" in January-February 1950 as contrasted with January-February 1949.

Also basing its remarks on Nielsen average audience figures, the ANA committee pointed out there had been a considerable decline in percent of total homes using radio.

"In the face of these percentage audience losses, we often hear the proposition that there are more radio homes and radio sets, and that true values are expressed in numbers, not percentages," the report said.

Even taking into account the increase in number of total radio homes, Nielsen figures show that fewer homes are being reached by these same programs, the report pointed out.

"Consequently, between March-April 1949 and March-April 1950 there were alarming increases in average radio time cost per thousand homes reached—21% in the case of the 19 CBS programs, 18% in the case of the 16 NBC programs," the report said.

Despite a gain of 3.6% in the estimated total number of homes equipped with radio, Nielsen data for March 1949 and March 1950 "shows fewer homes using radio, except in the morning hours," the report said. "Between 6 and 11 p.m. the total number of homes using radio was off 10.5%, but in premium 8-11 p.m. time the drop was 12.7%."

"What's happening to the nighttime radio audience?" the report asked. "Is the radio audience just drying up, or is it being converted from radio to television?" Nielsen radio and television figures show a "severe decline in time spent listening to radio" in television homes.

"Prior to the installation of TV," the report said, "377 out of 1,000 radio homes can be expected to be using radio, at the average minute, between 7 and 11 p.m.—and each sponsor can expect his share of this potential audience.

"However, with television installed in each of these 1,000 homes, the potential for a radio program between 7 and 11 p.m. will be only 65 homes (instead of 377) or only 17% as many.

Evening Loss

"Thus it may be said that, based on indications to date, each radio home that has installed TV has lost 83% of its evening potential for the radio advertiser."

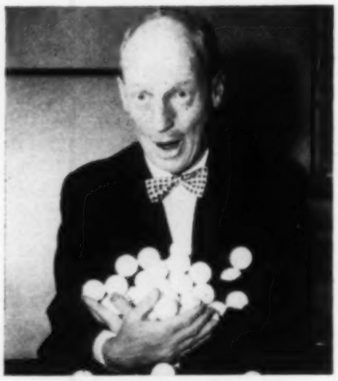
Acknowledging that these figures may not hold true in the future, the ANA committee said that for the time being "it is reasonable to take the position that each new TV installation signifies the virtual elimination of one more home from the total of actual or potential radio listening during evening broadcast hours."

Noting that in March 1950 the total number of homes using radio during prime evening time was 12.7% less than it had been a year earlier, the committee said that as of April 1, 1950, NBC estimated there were 5,092,000 TV homes, or 12.5% of total radio homes.

"By January 1951, we can expect about 9 million or more TV homes —22% or more of today's total radio homes," the report said. "Thus we should be prepared to face losses in the magnitude of 22% or more in the number of homes using radio during prime evening hours by January 1951 compared with 1949."

The committee's conclusion at this stage of its report was that "time costs must come down."

"At some point most advertisers must face the prospect of giving up radio or getting relief in the form of rate reductions," the report said. "At that same point radio networks will have to face the prospect of a growing ratio of costly sustaining time or probably less costly adjustment of rates to re-establish and preserve affordable time costs for advertisers.



HE COULDN'T have caught more at the golf links. Jerome B. Gray, senior partner, Gray & Rogers, Philadelphia advertising agency, registers happiness and surprise as he receives more than 100 of the pellets—one golf ball from each staff member—as a birthday tribute. Mr. Gray plays in the 70's.

"Your steering committee believes that the time for rate readjustments by the radio networks is already here and that further adjustments will be required from time to time in the future until the relationship between radio and television audiences stabilizes."

Turning to what it described as the "local problem," the report said:

"While the problem of declining radio time values is national in total, it really is the sum of a number of local situations each of a different character and magnitude. And each situation will differ from itself with the passage of time, thus requiring periodic review and recalculation as TV continues to build up its encroachment on radio listening."

Cites 60 Markets

Television's adverse effect on radio listening occurs currently in only 60 city or market areas, the report said. "It is these—not in the hundreds of other station areas without TV—where radio values are being destroyed and the consequent need for rate adjustment exists.

"It would seem fair that only the stations involved to an important degree should be the ones from which rate adjustments should be secured by their networks. Furthermore, the user of spot radio must be considered. He should be entitled to an equitable rate in each individual market.

"Such adjustment on a local basis should be of vital interest to each station, since it must be able to sell spot time on an equitable basis or face the prospect of being eliminated by spot advertisers who can no longer consider it worth the price in terms of delivered audience."

The report cited TV City Hooperatings showing TV share of total broadcast audiences in television markets as an example of "the extent and rapidity with which TV is taking over the total evening broadcast audience (radio plus TV) city by city."

The committee proposed a method of rate adjustments by radio stations in TV markets "based on simple arithmetic growth of television homes."

The arithmetic formula assumes that each new TV installation signifies the virtual elimination of one more home from the total of actual or potential radio listening during the evening broadcast hours.

"There still is, of course, some slight degree of evening radio listening in TV homes," the report said. "Therefore, any calculation must be subject to whatever value one wishes to place on this vestigial radio listening in TV homes. In the calculations that follow, it is valued at zero."

Method Explained

The explanation of the method of readjusting radio costs was:

"For the NBC and CBS networks we have listed every television city wherein the network has an affiliate. We have also shown the number of radio homes covered by the AM stations in each of those cities. These coverage figures are the result of a questionnaire sent to each of the stations concerned. In those instances where stations did not answer the questionnaire, we used the BMB nighttime audience figures based on listening one or more times per week. Where no BMB figures were available we used our own estimates based on the station's power and frequency.

"We have also shown for each city the number of television homes within the 40-mile area as of Jan. 1, 1951. We used Jan. 1, 1951, as being the midpoint of the forthcoming broadcast year. The number of TV homes will actually be somewhat fewer in September and greater to an equal degree next June.

"We assume that each television home was previously a radio home, but that after acquiring a TV set, reduced its (evening) radio listening to zero. Then the radio homes claimed by each station should be reduced by the ratio of TV homes to claimed homes.

". . . In some instances TV coverage areas are greater than AM coverage areas. In such cases, we have limited the percent of TV to radio ratio to the percent of TV ownership within the 40-mile area. We have rounded off these percentage figures to the next lowest 5% for simplicity's sake and have reduced the station's nighttime hourly rate by this percentage. When the gross night hourly cost of AM stations in television cities is

(Continued on page 32)

THE BIG INDEPENDENT

WITH THE BIG AUDIENCE

WITH THE BIG RESULTS

WITH
IN BALTIMORE

BIGGER AUDIENCE-PER-DOLLAR THAN ANY OTHER STATION IN BALTIMORE!

SEE YOUR HEADLEY-REED MAN FOR THE WHOLE WITH STORY

ANA's Rate Putsch

(Continued from page 30)

reduced in this fashion, the overall reduction in total full network gross night hourly costs is 14.9% for NBC and (purely a coincidence) 14.9% for CBS.

"By January 1951 we anticipate that there will be over 9 million TV homes in the U.S. as compared with 40,700,000 AM homes. This would seem to indicate that AM rates should be reduced by almost 25%. The arithmetic comes out lower because, by and large, TV stations are located in the larger and more economical AM markets."

The committee then listed its proposed changes of radio rates on CBS radio affiliates in 51 TV cities and NBC radio affiliates in 53.

Some comparative situations may be selected from the ANA lists to show how the ANA committee did its figuring:

Minneapolis: 126,000 TV homes, constituting 14% of the 902,120 radio homes claimed by the CBS AM station, WCCO, and 28% of the 447,090 radio homes claimed by NBC's KSTP. ANA proposed a 10% reduction in WCCO's gross night hour rate and a 25% cut in KSTP's.

Los Angeles: 686,000 TV homes, constituting 45% of the 1,525,060 radio homes covered by CBS's KNX and 38% of the 1,799,000 radio homes covered by NBC's KFI. ANA proposed a 45% cut in KNX's night hour rate and a 35% cut in KFI's.

Detroit Data

Detroit: 374,000 TV homes, constituting 20% of the 1,902,670 radio homes covered by CBS's WJR and 37% of the 1,005,850 radio homes covered by NBC's WWJ. ANA proposed a 20% cut in the WJR gross night hour rate and a 35% reduction in WWJ's.

Atlanta: 75,000 TV homes, constituting 30% of the 170,840 radio homes covered by CBS's WAGA and 10% of radio homes covered by NBC's WSB. ANA suggested a 30% reduction in WAGA's gross night hour rate and 10% in WSB's.

New York: 2,079,000 TV homes, constituting 50% of the 4,165,200 radio homes covered by CBS's WCBS and 56% of the 3,424,360 radio homes covered by NBC's WNBC. ANA recommended a 50% cut in WCBS's gross night hour rate and a 55% cut in WNBC's.

Using this method to adjust radio rates in TV markets, the ANA committee came up with a "revaluation of two networks based on television displacement of AM as of Jan. 1, 1951, the mid-point of the coming broadcast year."

	NBC	CBS
1. Current gross night hour costs in TV cities	$18,295	$17,470
2. Adjusted gross night hour costs in TV cities	14,194	13,097
3. Net reduction (1 minus 2)	4,101	4,373
4. Current full network night hour cost	27,465	29,360
5. Reduced full network night hour cost (4 minus 3)	23,364	24,987
6. Percent of reduction	14.9	14.9

In summary the ANA committee said the problem of TV influence on the radio audience "will become more acute with the growth of TV and cannot be offset by claimed additional AM homes. . . . Nighttime radio rates need to be adjusted downward right now and will need further adjustment as TV grows."

CROSSLEY STUDY

MBS Tops in 116 Markets

MBS last week released results of a Crossley Inc. coincidental survey of 116 markets in 42 states where Mutual has the only network affiliate, showing Mutual's share of audience is more than that of all other stations combined.

Mutual's share of audience was 58% daytime and 53% at night in the 116 single network localities. Mutual's average quarter-hour rating was 12.6 daytime and 13.7 at night, as compared with 2.9 and 4.7 for the next network.

The top 10 Mutual programs averaged a 15.8 rating, 4.8 times higher than the highest-rated competing network programs, according to Richard J. Puff, MBS director of research.

ST. LOUIS NETWORK

City System Starts Today

OPERATION as a network entity of The Greater St. Louis Broadcasting System, St. Louis' own city network, were scheduled to begin today (July 31).

First program to be aired is Myron J. Bennett's *MJB Show* (Mon.-Fri. 10-11- a.m.), originating from KXLW. In addition to KXLW, The Greater St. Louis Broadcasting System is composed of KSTL WEW WTMV.

ZIV ADDS FOUR

To Sales Staff

FOUR additions to the Frederic W. Ziv Co. sales staff were announced last week.

Donald Donahue, from the sales department of WKBW Buffalo, will be located at Bradford, Pa., and will cover Western Pennsylvania.

Al Godwin, recently with KFPW Fort Smith, Ark., will cover Louisiana out of New Orleans.

Victor J. Rickey, who has headed his own advertising and talent agency in Milwaukee, will be stationed at Appleton, Wis., and will cover the northern part of that state.

C. E. (Doc) Hoffman Jr., former sales manager of the Glastic Corp., Kansas City, will cover Western Missouri and all of Kansas from Kansas City.

CHICAGO'S International Square Dance Festival, scheduled to be staged Oct. 28, is discussed by Harold A. Safford (l), program director of WLS Chicago, and O. C. (Terry) Rose of the Chicago Park District, general chairman of the Chicago Area Festival. WLS has been promoting the project with an average of seven spots daily, in addition to mentions on programs. The station is sponsoring the national promotion and will conduct an institute the same day for square dance leaders.

NETWORK PROBE

Sheppard Hints Further Action

REP. HARRY R. SHEPPARD (D-Calif.) said last week he may take further action if the Justice Dept. fails to acknowledge his request for an investigation of alleged violation of the Communications Act and anti-monopoly laws by the four major radio networks [BROADCASTING, July 24].

What form of action the Congressman would take was not divulged. Usual procedure is for legislator to write or personally contact officials in the government agency directing them to his request.

Rep. Sheppard, who had admitted his pending bill (HR 7310) to require FCC licensing of networks stood slim chances of passage this session, called for a report of the Justice Dept. and the Federal Trade Commission to Congress and for the agencies to take "corrective" action. He charged the networks as "monopolistic" and "dictatorial."

MURROW FOR TIDE

P&G Buys New Show

PROCTER & GAMBLE's Tide, a detergent, is reportedly one of the first advertisers to be influenced in its selection of a radio program by the Korean war. The firm has signed to sponsor Edward R. Murrow, 7:45-8 p.m., five-times weekly on 31 midwestern CBS stations starting today (July 31).

Benton & Bowles, New York, is the agency.

Mr. Murrow is sponsored in the East by American Oil Co. (Amoco) and in the West by Quaker State Oil Refining Corp. Joseph Katz Co., Baltimore, is the agency for American Oil and Kenyon & Eckhardt, New York, for Quaker State.

ATLASS EXPANDS

Seeks Approval To Buy KIO

RALPH ATLASS added anoth station to his broadcast interes Wednesday when he purchas KIOA Des Moines, Iowa, from I dependent Broadcasting Co., su ject to FCC approval.

Mr. Atlass, who is general ma ager of WIND Chicago, consulta to WMCA New York and chi owner, vice president and trea urer of WLOL Minneapolis, pe sonally owns 67% of KIOA stoc He declined to disclose the purcha price.

KIOA stockholders with him a the same men who own WLOL— David and Charles Winton of Mi neapolis, John Carey, commerci manager of WIND, and Arth F. Harre, general manager WJJD Chicago.

Mr. Atlass said he has no pla to change the station's affiliati (Mutual) at present. He will ta active part in management of th station, he said. H. E. Baker former president of KIOA, whic began operations two years ag Station operates on 940 kc wi 10 kw day and 5 kw night.

HAMANN NAMED

Manager of WBRC-AM-TV

APPOINTMENT of G. P. Haman as general manager of WBRC-AM-TV Birmingham, Ala., has been announced by Eloise Smith Hanna president of Birmingham Broadcasting Co. He succeeds Mrs Hanna, who continues as presiden of the organization.

Mr. Hamann got his first radi experience in 1930 as a wireles operator in the Maritime Service He also has served with Radiomarine Corp. of America, Page & Davis, consultant engineers of Washington, has instructed in several colleges in the South and prior to joining WBRC in 1940, was connected with WSMB New Orleans At WBRC he has served as technical director and manager of FM and TV operations.

NBC's Pitch

(Continued from page 21)

Hofstra study found out was that network radio had the lowest cost-per-thousand circulation of any medium in Boston.

To reach 1,000 listeners to a program or noters of a printed ad in Boston costs the advertiser: $1.9 for network radio (NBC); $3.3 for television (NBC-TV); $3.43 for *Life* magazine; $3.59 for *This Week* magazine, and $3.95 for the *Boston Post.*

"To summarize," in the words of the NBC presentation, "network radio is big, dramatic, exciting, fast and flexible, more powerful in its impact, the biggest salesman of all time, and lowest in cost."

an open letter

TO AMERICAN BROADCASTERS

I AM writing this letter as the owner of a station in a small community (WTWA-Thomson, Georgia) and as a former network executive. Recently I was elected to the board of the National Association of Broadcasters by the owners and operators of small stations. I did not feel that I could give enough time to serve on the board and do justice to the problems confronting our industry. But I agreed to serve because I felt that regardless of my service to my clients, it was also up to me to contribute time and energy and money to help the industry that has been kind to me. When I agreed to serve I knew that the N A B wasn't as well operated as it might be (what association or business is?), but I felt that perhaps I might contribute from my experience. In addition it means a lot to me as an owner of a small station as well as a stockholder in large corporations that have investments in radio and TV stations to see that we have a strong industry association. The easiest way is to resign from N A B and save the $180.00 a year dues and the demands on my time and let someone else carry the ball.

But I have found from experience, the hard way, that when an association is in trouble that that is the time when all members of the industry must pitch in and help. Getting out after gaining benefits for years, even though you have given more than you have received, does not correct the situation. If the association is badly managed, or the by-laws are wrong or you are misunderstood, then the thing to do is to continue as a member and be sure that your better ideas are carried out. These matters take time, but not as long as they will take when you are on the outside looking in—or on. N A B won't fold, it may even lose a few more members, but it will gain new ones and gradually correct the troubles it now has.

I have pledged my best efforts during the year I am to serve and so have the other board members. We may not agree among ourselves but we will work hard to come out with a stronger and better trade association. We can do a better job if those who have resigned in recent years were to come back in and help and those who have never joined were to join now. With everyone in the fold and helping we can soon lick our problems and with everyone in the family we can reduce dues and do a better job. So consider this a call from an oldtimer in the industry who is anxious to see his industry go forward with a united family. The country faces a serious crisis and a war and this is time for the entire industry to be working together.

So I hope that this letter will encourage all of you not now members to join and help to build a stronger N A B and a stronger industry.

EDGAR KOBAK
Business Consultant
341 Park Avenue, New York City
•
Owner, Radio Station WTWA,
Thomson, Georgia
•
Director of NAB

McFarland Bill Revived

(Continued from page 19)

the meantime), readjusting the salary limits for certain key personnel and permitting the Commissioners to receive payment from publications for technical or professional assistance.

Job-jumping bans also would be changed to a degree in the new bill. Where a Commissioner who resigned could not for the remainder of his appointed term represent any interest within FCC jurisdiction under the terms of the old bill, the new McFarland measure would prohibit such participation for one year after leaving the Commission. This restriction would not apply to a Commissioner who has served the full appointed term, however.

As in the original, the new McFarland proposal also would bar representation of any interest within FCC jurisdiction by bureau heads and their assistants and the Commissioners' personal legal assistants for one year after leaving FCC employ.

All job-jumping limitations would become effective one year after the measure becomes law.

The original McFarland bill had set the Commissoner's annual salary at $15,000. However, approval by Congress last year of the General Government Salary Act and the Civil Service Classification Act of 1949 outdated this provision.

Similarly the salaries for certain FCC members were made to conform more in line with recent changes under the Civil Service Act which raised the chief engineer, chief accountant and general counsel from $10,330 to the $11,200-$12,000 level. The $11,200 figure is stipulated in the new measure. Secretaries to the Commissioners would be permitted a maximum salary of $5,600, a modification of the original bill.

Sen. McFarland authored his original bill as a non-policy and non-controversial measure in the expectation that it would speed FCC action on its workload. He also sought to clarify respective rights and responsibilities of FCC and applicants.

With Congress at a loss on an actual adjournment date due to the current international situation and defense needs on the homefront, the time element on the measure seemed to pose no problem.

First Since 1934

If passed by both Houses and signed by the President, it will be the first major communications legislation enacted since adoption of the Communications Act in 1934.

Retained in the new bill is the section which sets "deadlines" for FCC action on applications. This provision would establish a statutory "objective" of action on original application, renewal and transfer cases within three months of filing. It would also place the time marker on all hearing cases within six months of the hearing's completion. If it failed to meet these requirements, the Commission would have to explain to Congress. It is this particular section which has met strong objection at the FCC.

Also provided in the measure:

- Reorganization of the FCC staff along functional lines into Broadcasting, Common Carrier, and Safety and Special Services divisions, each with legal, engineering and accounting personnel components. (A similar reorganization is now in progress, to include a fourth bureau to handle field engineering and monitoring functions).
- Commission would be required to notify applicants before setting applications for hearing. Grants issued without hearing would remain subject to protest for 30 days. Also timetabled would be a requirement for FCC to act on protests within 15 days.
- FCC would be permitted to issue cease-and-desist orders against violators of Commission rules and regulations.

Other highpoints of the measure in brief are: Limiting of FCC's authority in antitrust cases, reducing from three to two the number of assistant general counsels, assistant chief engineers, and assistant chief accountants.

'Buffer' Staff

In addition, a so-called "buffer" staff would be created between the Commission and the regular staff. It would be responsible to the Commission for preparation and review of decisions, orders, rules and other memoranda upon assignment.

FCC action on renewals would hinge on a finding that the public interest would be served and the applicant for renewal would no longer have to make the same presentation as required of original applicants. Also included in a radio fraud law that would be similar to the postal fraud statute.

A legal change would limit all judicial review of cases involving FCC's licensing power to the U. S. Court of Appeals for the District of Columbia (provision would be made for an appeal from the Court of Appeals direct to the Supreme Court on revocations and nonrenewals and Supreme Court review on other cases upon writ of certiorari as under present procedure).

As it did last year, the Senate adopted the measure on a call of the consent calendar. The bill was read in the chamber and printed in the *Congressional Record*. It was passed without objection.

WVAM ALTOONA

WARD JOHNSTOWN

CBS

FIRST

You're on the **INSIDE** with the **OUTSIDE** audience on **WVAM. ONLY** 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

FIRST

HOOPER RATINGS

Time	WARD	B	C
8-12	47.6	25.6	26.1
12-6	37.4	34.5	26.6
6-10:30	39.4	33.5	25.9
Total	40.4	32.1	26.2

Jan.-April, 1950
C. E. Hooper, Inc.

Represented by **Weed** & Company

SCHLOEDER NAMED

R&R Head Timebuyer

STAN SCHLOEDER, timebuyer with Ruthrauff & Ryan, New York, since last April, has been named head timebuyer of the media department for the agency. He was formerly timebuyer at Benton & Bowles, New York.

Helen Hartwig, head timebuyer at R&R, has resigned effective Aug. 15. She plans to take a vacation in Bermuda and will announce future plans upon her return.

NEW DISC SPEED

Zenith Plans 16 rpm Reco

ZENITH Radio Corp.'s 1951 li of phonographs is equipped handle "an entirely new type phonograph record destined reach the public in the near f ture," Comdr. Eugene F. McDona Jr., president of the Chicago fir told stockholders at their annu meeting last week.

Although Comdr. McDonald w not available for comment, a Zenith officials declined an explanation of his statement, it was learne that the record referred to has speed of 16 rpm. Zenith repor edly is cooperating with a reco company which is now developi the new ultra-slow speed reco

The Zenith president conclud that the firm "enjoys today t best financial condition it has ev known, and—barring the international situation—the outlook f the future has never bee brighter."

COX, JACOBS

In NAB Referendu

H. QUENTON COX, KGW Por land, Ore., and Lee W. Jacob KBKR Baker, Ore., have been nom inated for the directorship of NA District 17 in a mail referendu among district members, NAB a nounced last Wednesday. Electio will be held during the District 1 meeting in Seattle, Aug. 14-15.

Both Mr. Cox and Mr. Jacob received more than the five nom nations required to qualify for pos tions on the final ballot. Total o 62 AM and FM member station in the district were eligible to ballot, with 36 returning the form Additional nominations may b made from the floor during the district meeting, however, accordin to NAB by-laws.

Harry R. Spence, KXRO Aberdeen, Wash., present District 1 director, was ineligible for re-nomination under the by-laws, whic provide that no director who ha served for two consecutive terms i eligible.

Term of the new director will b for the period from the 1951 to th 1953 NAB conventions.

WBT CENSORS

War News Show

WBT-AM-TV-FM Charlotte, N. C has imposed a voluntary censorship on all its locally originate news broadcasts. The censorshi has been in effect since July 18.

Station precedes each news program with statement: "On the following WBT originated newscas there will be no reports which wi provide aid, comfort, or information to the enemies of America democracy." Type of informatio eliminated includes size, type, tim and destination of troop and material movements or activation o military units. Station reports i has been generally commended b listeners for this action.

Memo to Editors

About Oil Imports and a Strong America

Today, imports of foreign oil are 100% greater than they were in 1946. Oil is being dumped on our shores at a rate approximately 50% greater than a year ago. About one half of this foreign oil is the cheap residue of the refining process. This residual oil is going under boilers to take the place of coal.

The substitution of foreign oil for U. S. coal has far-reaching consequences—not for the coal industry alone but for all industry. The immediate consequences are the closing of mines, unemployment of miners and diminished railway freight revenues. These are no small matter. Some 25,000 miners lose a day's work every day that foreign oil pours in at its present rate. Railroad workers lose, too—for total coal tonnage lost this year on this account may reach 50 million tons.

The long-range consequences are of even greater importance. The dumped oil is hurting many other basic industries, *including* domestic oil producers themselves.

Since so large a portion of these imports is residual oil, sold at sacrifice prices on our seaboard, domestic refiners have had to reduce the price of their residual oil. This has been compensated for by increased prices of refined products such as gasoline, which now costs the public more than at any time in the last 30 years.

The present oil program, by shrinking the capacity of our fuel and railroad industries, weakens our national defense. Coal mines cannot be turned on and off like a faucet. And in time of emergency the nation will need these mines which oil imports are now closing.

The coal industry is ready and willing to meet the competition of domestic oil and gas. Coal accepts this competition under the free enterprise system and is confident of its ability to hold its own, without governmental aid or governmental interference.

But coal *is* fighting to stem the tide of foreign oil now pouring in at such an unprecedented rate.

This fight is in the national interest. Everyone should be concerned with it—and back it.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington 5, D. C.

Production

(Continued from page 23)

of from $10 to $60 on its models.

Comdr. Eugene F. McDonald, president of Zenith Radio Corp., has informed Zenith stockholders that the company's entire capacity at the present time is devoted to production for civilian use, but that "the international situation may cause us to change over some of our production to government needs."

He also revealed that Zenith now has substantial quantities of many critical materials, but pointed out that shortages of other materials are threatened. "Barring the international situation," he added, the firm's financial outlook "has never been brighter."

With respect to types of equipment called for in military orders, these would be expected to include such stock items as receiver tubes, resistors, condensers, etc. High on the list of military demands are proximity fuses and walkie-talkies as well as radar. Most of these utilize vital and scarce materials now being stockpiled by the Munitions Board, such as copper, tungsten, aluminum, etc.

Stockpiles Incomplete

The Munitions Board in its report pointed out that stockpile procurement for the past fiscal year, ending June 30, "lagged somewhat behind the rate established during the previous year . . . due in part to the difficulty in obtaining materials because of heightened industrial activity." It reported stockpile inadequacies in copper, zinc and rubber.

A systematic and continuing program of material conservation research is in progress, the board also reported, looking toward substitution of materials for the more scarce items. Additionally, the board revealed, the Army and Navy are developing miniaturization programs in communication equipment, radar, and other electronic devices to reduce requirements by scaling down the size of the equipment itself.

Contractor	Item	Value
Atlantic Electronic Corp.	Radar target, generator, spare parts—37 each	$239,750
The Daven Co.	Heterodyne Frequency Meter (250)	119,730
General Radio Co.	Generator Signal (10) (to test radio sets)	46,611
General Electric Co.	Ceramic Electron Tube	94,000
Gray Television & Research Inc.	Radar Training Set	90,904
Collins Radio Co.	Glide Scope, Radio Receiving Set	49,667
Federal Telephone & Radio Corp.	Radio Direction Finder	1,057,909
Westinghouse Electric Corp.	AMP Generators (300)	1,073,463
General Electric Co.	AMP Generators (200)	156,456
Collins Radio Co.	Test Equipment for Radio Set	1,465,073
Wilcox Electric Co.	Antennae	26,397

* * *

"While results of some of these may not be appreciable for years, other programs may have an early favorable impact on military uses of these materials," the board told Congress.

As an indication of present military needs, the services (Army, Navy, Air Force) are periodically negotiating contracts with private electronics firms for equipment. Contracts of $50,000 or more were awarded this past month by the Army and Navy, respectively.

Among the items covered were 46 radio sets let for the Army by the Signal Corps Procurement Agency, Philadelphia, to General Electric Co. at a value of $1,240,366; radio sets, control units, spare parts and converters, to Barker & Williamson Inc., Bristol, Pa., $6,130,122; a mobile television system and spare parts, to RCA, Camden, N. J., $192,871, and certain parts, to Western Electric Co., $398,980.

Included in the Navy Dept electronics contracts were 68 radio receivers, to Federal Telephone & Radio Corp., Clifton, N. J., $200,000 (approximate); 10 new-type electron tubes, same firm, $50,000; 11 direction finders, to Bendix Radio Div. of Bendix Aviation Corp., $50,000; 87 radar test sets, to General Communication Co., Boston, $200,000; 58 radio transmitting sets, to Electronic Measurements Co., Red Bank, N. J., $681,500.

A partial list of other negotiated "unclassified" contract awards as released by the Depts. of Defense and Commerce are listed in the table above.

Over 100 manufacturing concerns are now engaged in radio-television set production. The normal production potential of the entire electronics industry has been placed at approximately $2 billion.

What Congress will specify in the way of funds for the military's multi-hundred-million dollar radar screen now being installed, was a matter of speculation at week's end.

Meanwhile, President Truman last week made plain that at the present time he has no plans to ask for complete controls—total mobilization—as proposed by Bernard Baruch. Mr. Baruch's suggestion for overall controls was beaten down by the House Banking Committee. At the same time the Senate Republican Policy Committee made plain it will fight to remove the more drastic provisions sought by the President under the Defense Production Bill in the Senate.

Mr. Baruch commented that "while we were stocking our homes with refrigerators and television sets, the Soviets were stocking tanks and radar." He appeared before the Senate committee Wednesday.

The bill would give the President power to require priority on defense contracts; control materials and facilities to guarantee military needs; curtail installment buying, and requisition property for national defense [BROADCASTING, July 24].

Hears Symington

The Senate Banking & Currency Committee, which also is considering the President's bill, last week heard W. Stuart Symington, NSRB chairman; Charles Sawyer, Secretary of Commerce; and J. Howard McGrath, Attorney General.

Secretary Sawyer told the Senate committee Tuesday voluntary controls should be tried first if Congress votes the necessary authority. The Attorney General stated that a "system of compulsory allocation and priorities is far more equitable to all concerned than a voluntary one."

Mr. Symington stressed that "manpower shortage in this emergency will be more pressing than ever before." (Present legislation does not touch on the manpower problem.) He said all fields will feel the effect. Mr. Symington also added that his office hopes to have a civilian defense "grassroots" program ready by Sept. 1.

President Truman, who also delivered his midyear economic report last Wednesday, stressed the need for reducing civilian demand for automobiles and other hard goods because of shortages of critical materials. Presumably, but not specifically he included TV sets in this group.

HOME-TOWN TALKS

Offer Saudi Arabia Dis

AVAILABLE for local sponsorship, a group of home-town interviews and feature programs recorded in Saudi Arabia with employes of Arabian American Oil Co. are being offered free to stations by the public relations firm of Sessions & Caminita, 710 14th St., Washington. Shows are on disc.

General offering includes six five-minute food interviews and half-hour Dixieland jazz band show, latter featuring American musicians now Aramco employes and said to be the first show ever recorded there. Quarter-hour sports feature includes interview with Dick Richards, former U. of Kentucky and Brooklyn Dodgers grid star, and Florence Chadwick, now training for proposed English Channel swim Aug. 24. Some 20 states are reflected in the quarter-hour home-town interviews offered exclusively by city and generally by state.

Defense

(Continued from page 20)

which can use both media to the fullest extent possible.

Meanwhile, on Capitol Hill Sen. Ed Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, indicated he will maintain a watchful eye over "the voluntary moves of the broadcasting industry to successfully meet this crisis."

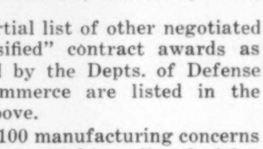
In a statement prepared for distribution to broadcasters through NAB, Sen. Johnson declared:

> **The President . . . has called for a united front to halt the rushing tide of world communism. In my judgment, there is nothing more vital than the role of radio and television in coordinating the efforts and interests of our people to achieve this objective. Important as communications are in a dictatorship, they are vastly more significant in a democracy where we count on an informed citizenry to work and plan in an atmosphere of understanding and strong determination to supplant falsehood and oppression with truth and freedom.**
>
> **The Senate Interstate & Foreign Commerce Committee will be alert to all legislative considerations involving communications arising out of this unprecedented development. My colleagues and I will watch with great interest the voluntary moves of the broadcasting industry to successfully meet this crisis, realizing the tremendous impact the self-initiated activities of one of the few truly free broadcasting services will have on the rest of the world.**

McFarland Statement

Sen. Ernest W. McFarland (D-Ariz.) chairman of a Senate Interstate Commerce communications subcommittee, also issued a statement along similar lines. He asserted:

> **In a crisis such as the one now confronting our nation, the importance of communications are greatly magnified. . . . Broadcasting and television play a major role in keeping the public informed as to conditions confronting our country, and are vital morale builders. We can well be proud of the manner in which our communication companies are responding to meet the already growing demands upon their facilities and we need have no fear of the manner in which they will meet the challenge of the days ahead.**



Try **WTTH** for Size!

COMPLETE COVERAGE

of

Eastern Michigan's Prosperous

BLUE WATER DISTRICT

1380 AM

99.1 FM

Port Huron, Michigan

ABC NETWORK

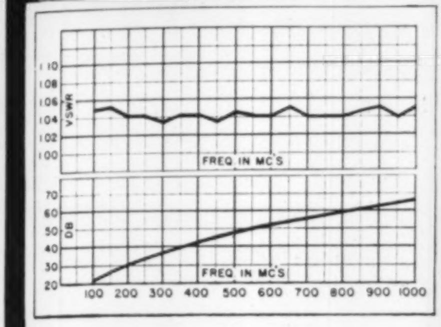
Weed & Co.

National Representatives

XUM

GraybaR recommends New C-P SUPER TRANSMISSION LINE

One Line for Any AM, FM or TV Frequency Up to 1000 Megacycles



Typical VSWR and the db-loss-per-100-feet performance of a 1⅝"-diameter CP Super Transmission Line, Cat. No. 145-505.

This sectional view of an insulator with its compensating groove clearly shows the full radii at the edges and the inside surface of the inner conductor

Here's a line you won't have to change for any shift in frequency, a line that can be used in any portion of the present or proposed TV band!

The new CP Super Transmission Line makes use of the new Dupont plastic, Teflon — the plastic characterized by an incredibly low dielectric constant and power factor. Its loss factor is a small fraction of that of most ceramics. Teflon is practically unburnable, unbreakable, arc-resistant, and repellant to water. The use of specially-undercut inner conductor mounting fully compensates for the supporting Teflon insulators and makes CP Super Transmission Line available for use in existing or proposed television channels. This transmission line will have wide application in any broadband service in the 1-1000 MC frequency range.

The complete compensation at each insulator is accomplished by forming the inner conductor adjacent to and immediately under each insulator so that the discontinuity capacitance at each insulator face is corrected. The special shape of the groove under the insulator decreases the overall insulator shunt capacitance to a point where the ratio of the total shunt capacitance to the total series inductance in the region of the insulator is equal to the capacitance inductance ratio at a point remote from the insulator.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts and figures about this new line. Or, if you prefer, send for the new Bulletin 850 which describes it.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements —to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

5077

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

- Amplifiers (1,21)
- Antenna Equipment (21)
- Attenuators (7)
- Cabinets (14)
- Consoles (21)
- Loudspeakers and Accessories (1,21,23)
- Microphones, Stands and Accessories (1,12,13,16,21,23)
- Monitors (11)
- Recorders and Accessories (2,8,18,20)
- Speech Input Equipment (21)
- Test Equipment (1,7,11,22)
- Towers (Vertical Radiators) (3)
- Tower Lighting Equipment (6,10)
- Transmission Line and Accessories (5)
- Transmitters, Broadcast (21)
- Tubes (10,15,21)
- Turntables, Reproducers, and Accessories (8,18,21)
- Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney-Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkera, Newstead 4700

Pottsville

(Continued from page 25)

fee, the exhibitor was supplied with proper lighting and other means of showing his merchandise, as well as 24-hour police protection.

The air time advertising promoted the exhibition in general, exhibitor's booth and business in particular. This advertising was in the form of one-minute commercial announcements on WPAM's regular participation programs.

An average booth fee of $125 would entitle the exhibitor to 15 spot announcements — one each day, during the life of the show—and depending on the number of spots credited, one each day prior to the show to complete the schedule.

Long before the show opened, Mr. Murray said, booth space was 100% sold out. "Furthermore," he stated, "more than half of the exhibitors represented had never used our medium before."

Nightly Door Prizes

On top of this package, WPAM awarded $200 nightly as door awards, a total of $1,400 for the seven nights the exhibition ran. Nightly shows were broadcast from the auditorium stage, including local and MBS network talent.

Some of the businesses represented were lumber suppliers, plumbing and heating contractors, department stores, stock brokers, real estate firms, banks, plus a contingent of appliance dealers and home furnishers.

Although pleased with the progress of plans, Mr. Murray still faced a formidable hurdle. As the exposition date drew near, many exhibitors grew apprehensive over the fact that no other medium except radio was being used to promote the affair.

"Our own station's sales staff would come into my office, day by day," Mr. Murray recalls, "with stories of apprehension and doubt gathered in their daily calls. Under the strain of constant barrage, WPAM's sales department began to weaken and as the deadline drew near, made the request that, after all, perhaps the station had better take some newspaper space. Not being exposed to the daily cross-fire as was the sales department, I remained firm in my determination to make this a radio show.

"I wish it were possible for me to say that I just passed these doubts off with a snap of the fingers. But I couldn't, and didn't. Their arguments were too disconcerting for such as that. It was pointed out in no uncertain terms that we were placing ourselves in a most vulnerable position. The exhibitors represented almost 50% of the local business in our trading area. About half of that number were having their first taste of radio, thanks to the space-time package. The remainder of the exhibitors were regular advertisers, but radio was still a new medium to them.

'The Press Waited'

"If we failed to pull a crowd," he continued, "we were worse off than we were at the outset, back in early 1947. It could well be a blow from which we would never recover. The local press sat back gleefully waiting to pick up the pieces."

Fortunately, says Mr. Murray, the opening day of the exposition was upon WPAM before it could be sufficiently undermined in the outlet's determination to make it strictly a radio venture.

"It was a scared group of local broadcasters who opened the door that first night," he said. "Our fears were short-lived—for radio proved itself more than equal to the challenge in Pottsville."

There were no complaints. Not only did exhibitors sell merchandise from the floor itself but the radio announcements sold goods too. The very exhibitors who were loudest in their demands for newspaper advertising were first to sing the praises of radio.

One lumber dealer was stunned by how effective radio proved to be. A lady drove up to his place in a new Cadillac and inquired for the proprietor. She and her husband, a successful coal operator, had heard the lumber firm's advertising. The husband recalled that he had gone to school with the contractor but had not known of his connection with the lumber business. They were planning a new home—result, a contract for the $25,000 home for the contractor.

He told Mr. Murray: "I've been in this business 30 years, and have used other advertising off and on without tangible results; then a radio announcement that cost me less than a good dinner drops a $25,000 contract in my lap."

There were many others just as effective.

No time for neckin' since KGVO installed that new RCA transmitter and tower with 5000 watts both night and day. A good place to advertise.
KGVO · KANA
MISSOULA
ANACONDA BUTTE
Know MONTANA

MEDIA SURVEY

Tops British Columbia Meet

MEDIA survey and promotion plans highlighted the annual two-day meeting of British Columbia Assn. of Broadcasters held July 10-11 at Kamloops. BCAB elected F. H. Elphicke, CKWX Vancouver, president.

New survey method of measuring effectiveness of the advertising dollar in all media was discussed. Sam Ross, CKWX, and Jim Wallace, KPQ Wenatchee, led talks. M. V. Chesnut, CJVI Victoria, was appointed chairman of the sales presentation committee which has nearly completed a study on the use of radio in moving goods in British Columbia and other parts of the world. William Rae, CKNW New Westminster, was re-elected chairman of the advertising committee. George Chandler, CJOR Vancouver, reported on NARBA negotiations, pointing out the need for protection of private commercial stations in any proposed treaty changes.

Delegates approved the manner in which Canadian Assn. of Broadcasters handled its presentation before Royal Commission on Arts, Letters and Sciences. A resolution authorized the sending of a letter to all members of the federal Canadian Parliament pointing out errors in statements made before the Parliamentary Radio Committee that election campaign time had been charged at double the usual spot rates and that candidates had been overcharged by Canadian independent stations.

Registration list: Ian Clark and Walter Harwood, CFJC Kamloops; Allan Ramsden, CKLN Nelson; Maurice Finnerty and Harry Watts, CKOK Penticton; James Browne Sr. and James Browne Jr., CKOV Kelowna; Jack Carbutt, CKPG Prince George; Joan Orr, CHUB Nanaimo; Jack Pilling, CHWK Chilliwack; John Loader, CJAT Trail; Bill Rae, CKNW New Westminster; George Chandler and Dorwin Baird, CJR Vancouver; F. H. Elphicke and Sam G. Ross, CKWX Vancouver; M. V. Chesnut, CJVI Victoria; Jim Wallace, KPQ Wenatchee; Ted Barbour and Jack Gray, Canadian General Electric, Vancouver; Les Hawkins, Canadian Marconi, Vancouver; John H. Hunt, John N. Hunt & Assoc., Vancouver; John Baldwin, All-Canada Radio Facilities, Vancouver.

KVOF (FM) Opening

KVOF (FM) El Paso, Tex., non-commercial outlet owned and operated by Texas Western College of El Paso, is scheduled to begin operation early in September, according to college officials. New station is licensed for 88.5 mc with 10 w. Equipment includes a GE transmitter and 100 ft. tower.

Feature

(Continued from page 14)

February of this year on 161 NB stations. In June the format w changed for the first time to a f weekly quarter-hour schedule, Mo day through Friday, (6-6:15 p CDT). Agency for Miles is Wa Adv., Chicago.

During those 18 years, the sho has consistently remained in th 8 to 10 rating bracket. Six of th seven original cast members a still with the show.

Mr. Morse is now assisted both writing and production of ra dio and TV shows, acting as executive producer. Assisting him o the TV show are Richard Clemme as producer, and Edgar Kahn, d rector.

During those initial weeks th video show has been gathering a much fan mail as the tried an true radio show—averaging approximately 100 to 300 letters weekly—and has gained for itself th title of "best-dressed show in television."

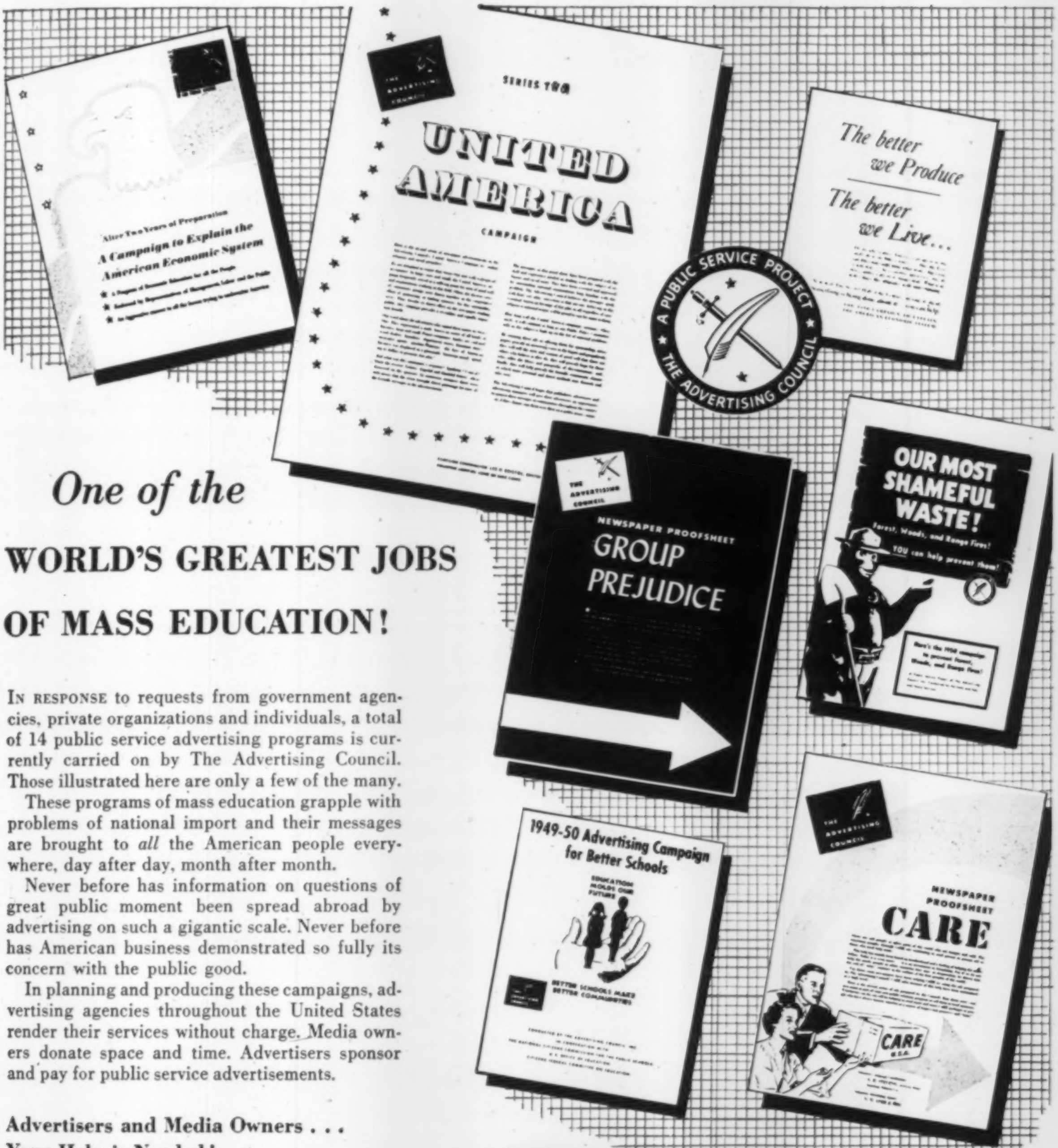
The show, aired on 40 NBC-T East and Midwest stations, is presented live from New York unde Sweetheart soap sponsorship an kinescoped for later showing on th West Coast. Agency for Sweetheart soap is Duane Jones Co New York.

Mr. Morse has gone back to original radio scripts, rewriting th basic plot using techniques require for television with a modern setting. For the TV show, an entire new family of Barbours was give birth. The new group, althoug looked upon as interlopers by th practically original cast of th radio show, continue to carry o Mr. Morse's plan for presentin normal family problems in an understanding way without pointin out morals.

For Sweetheart soap whose firs TV venture it is, the prospect look good, judging by past *Famil* records.

FTC Cites Furrier

FEDERAL Trade Commission las week cited Zlotnick the Furrie Inc., Washington, D. C., whic operates three stores in that city with false representation in its newspaper and radio advertisements. Complaint charges the firm with not giving customers percentage savings or "trade-in allowances" as advertised. Other charges were alleged sale by Zlotnick of "old, damaged, obsolete" furs, some discontinued styles, and same garment to two or more purchasers. Officers of the corporation cited were Samuel D. Zlotnick president; Sidney Zlotnick, treasurer, and Mrs. Renee Z. Kraft secretary. Firm and officers were given 20 days to answer the complaint with hearing set for Sept. 12 Zlotnick has been a heavy user of radio.


After Two Years of Preparation
A Campaign to Explain the American Economic System
SERIES TWO
UNITED AMERICA
CAMPAIGN
The better we Produce
The better we Live...
A PUBLIC SERVICE PROJECT
THE ADVERTISING COUNCIL
THE ADVERTISING COUNCIL
NEWSPAPER PROOFSHEET
GROUP PREJUDICE
OUR MOST SHAMEFUL WASTE!
Forest, Woods, and Range Fires!
YOU can help prevent them!
1949-50 Advertising Campaign for Better Schools
EDUCATION MOLDS OUR FUTURE
BETTER SCHOOLS MAKE BETTER COMMUNITIES
NEWSPAPER PROOFSHEET
CARE
CARE U.S.A.

One of the

WORLD'S GREATEST JOBS OF MASS EDUCATION!

In response to requests from government agencies, private organizations and individuals, a total of 14 public service advertising programs is currently carried on by The Advertising Council. Those illustrated here are only a few of the many.

These programs of mass education grapple with problems of national import and their messages are brought to *all* the American people everywhere, day after day, month after month.

Never before has information on questions of great public moment been spread abroad by advertising on such a gigantic scale. Never before has American business demonstrated so fully its concern with the public good.

In planning and producing these campaigns, advertising agencies throughout the United States render their services without charge. Media owners donate space and time. Advertisers sponsor and pay for public service advertisements.

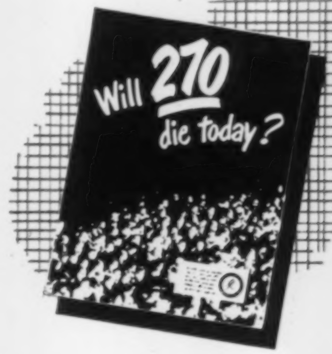
Advertisers and Media Owners . . . Your Help is Needed!

The success of the many programs of The Advertising Council depends on the public spirited and generous cooperation of advertisers and media owners. *Your* help, in the form of space or time donations, will mean a lot. And remember . . . *What helps America helps you!*

THE ADVERTISING COUNCIL
What it is
What it does

Yours for the Asking

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council . . . how it started . . . what it is . . . what it does . . . Or ask for material on specific campaigns. Address: — The Advertising Council, 25 West 45th Street, New York 19, N. Y.


Will 270 die today?

Published in the public interest by

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

• • • • • • • • • • • WHAT HELPS PEOPLE HELPS BUSINESS • • • • • • • • • • •

The leading station in the leading market for aut

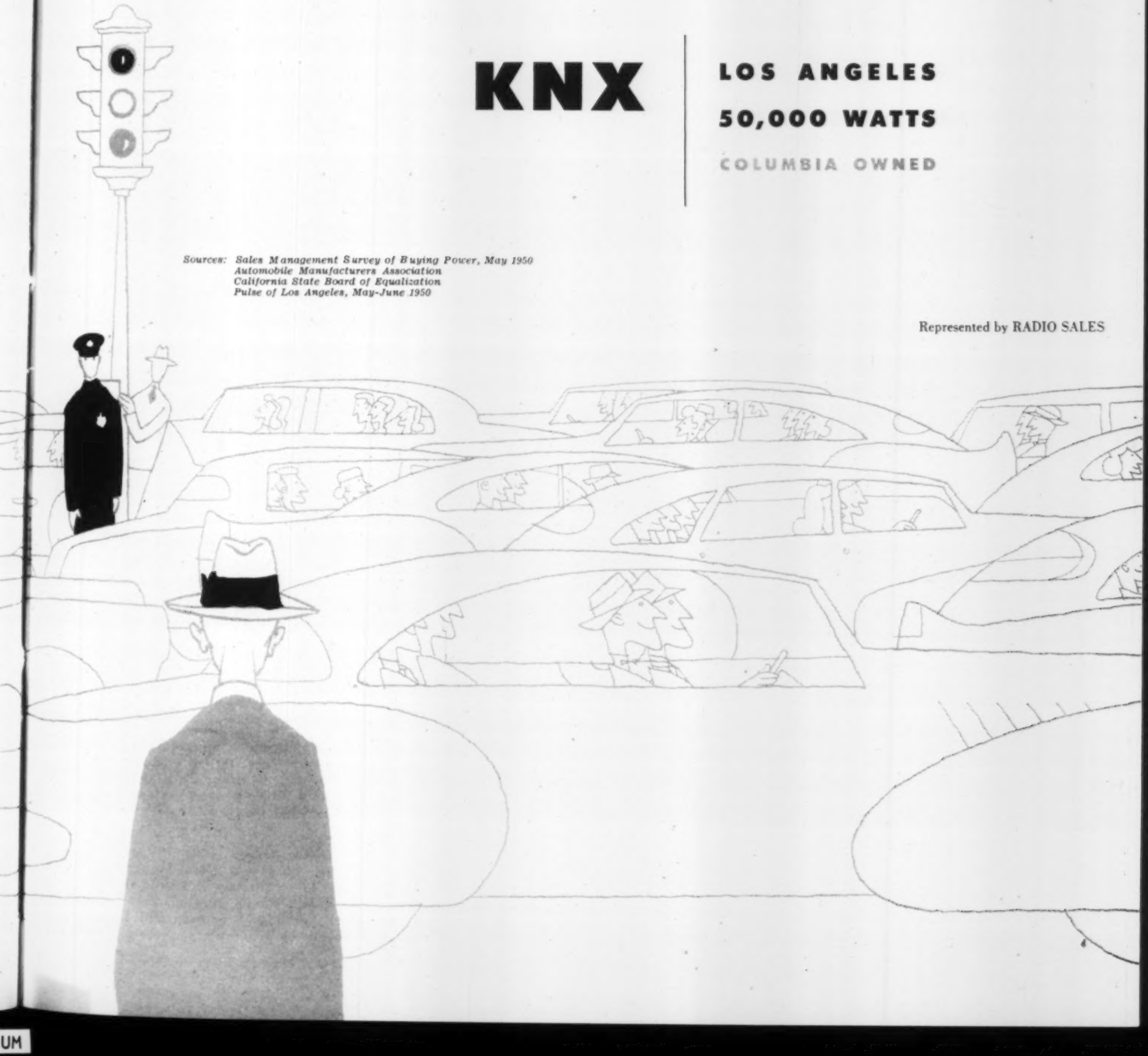
THE LEADING MARKET: More automobiles are registered in Los Angeles County than in any other county in the nation. More than in New York's five boroughs combined. More than in any one of 41 states.

Los Angeles County's 6,729 service stations sold $87,474,000 worth of gasoline, oil and other automotive supplies last year. Auto supply dealers sold $35,000,000 worth of parts and accessories.

If you sell automobiles or automotive supplies, you can lead in the leading market by telling your sales story on . . .

THE LEADING STATION: KNX, the most-listened-to station in Los Angeles. Says Pulse: KNX is first in twelve out of eighteen one-hour time periods, Monday through Friday . . . and first in total rated time periods.

motive purchases



KNX

LOS ANGELES
50,000 WATTS
COLUMBIA OWNED

Sources: Sales Management Survey of Buying Power, May 1950
Automobile Manufacturers Association
California State Board of Equalization
Pulse of Los Angeles, May-June 1950

Represented by RADIO SALES

editorial

Holding the Rate Line

IT IS QUITE obvious that radio broadcasters, not only networks but also station operators, must brace themselves if they hope to avoid caving in beneath the powerful pressures exerted by the Assn. of National Advertisers to drive down radio rates.

Unless the broadcasters can put up a stiff fight, the day is not far off when rates will collapse below any sensible levels. The decision by the networks to boycott meetings proposed by the ANA only staves off the reckoning. The major battle is yet to be joined.

Now is the time for the broadcasters to store up all the ammunition they can lay their hands on. They will need it to counter the arguments that have been carefully prepared by ANA in support of its campaign to drive radio deeper into the bargain basement.

We believe that broadcasters can make a successful stand, for they are provided with great reserves of strength which, if properly applied, ought to make the defense impregnable.

The fact that the radio audience has been diluted by television cannot be disproved. A more basic fact, however, is that radio is still the cheapest way to reach a mass audience. Every network and every station of consequence has statistics to prove it.

If radio's total circulation has been diminished since its peak years and since the development of television, then let the advertisers be grateful that they were able to buy it in peak years at prices that were ridiculously low. Radio's cost-per-thousand may have gone up since pre-television days (in certain markets), but it is still lower than that of any other medium of comparable circulation.

In the long run, radio rates in television markets seems destined for adjustment, assuming that television is permitted to continue its present pattern of development. But the possibility that television may be affected by the nation's rearmament program should not be ignored.

Any radio broadcaster who reduces his rates today in anticipation of television expansion tomorrow is going to feel foolish if that expansion is impeded by conversion of the electronics industry to military production, or by continuance of the allocation freeze.

Now is the time for broadcasters to unite in a defense of their medium. The ANA's obvious tactics are to probe around in the hope of finding a weak spot in the broadcasters' line. If the advertisers are unable to find one, their attack has little chance to succeed.

ED KOBAK believes in advertising. On another page in this issue is an "open letter" to broadcasters imploring them to stick with the NAB toward a "stronger and better" trade association. He advertises as a business consultant, and is a small station director of the NAB by virtue of his ownership of WTMA Thomson, Ga. The ad cost is more than double WTMA's annual dues to NAB. There will be those who will wonder why Mr. Kobak did it. After reading the "open letter" we're convinced it was motivated by logic and savvy.

War Footing

OFFICIAL WASHINGTON is as barren as the desert wastes on the scope, extent and effect of the national emergency upon our national economy.

Everyone realizes that important developments impend, but there are no pat answers to when and how. Increased taxes, multi-billion dollar rearmament, cutbacks in civilian production are seen as inevitable concomitants of a war-time economy. From that point, however, all await the President and the Congress.

Since there have been no decisions, there can be no answers for radio, other than *business as usual*, except for radio's voluntary participation in the President's program, and observance of the voluntary restraints in the handling of news. How seriously radio or TV will be affected by material shortages or drains on manpower, likewise cannot be assayed.

Through the NAB, radio placed itself at the disposal of the Government. Steps toward formation of the Broadcasters Defense Council won the approbation of Presidential Assistant John R. Steelman. A point of contact for coordination of all of the radio pursuits thereby was established. The NAB was on the ball.

All fronts must be watched diligently in any emergency. Radio cannot rest on its World War II laurels. TV gets its war baptism.

There are fronts to be watched, in addition to security and all it implies, and to the manpower and strategic material shortages. At the outset of the last war there were moves to prevent expenditure of money derived from Government contracts for institutional advertising—advertising that would keep trade names and brands alive. There were intensified moves toward grade-labelling, supported primarily by anti-advertising groups.

We have no doubt that all media will be on the alert for overt moves in these fields.

Even if the Korean conflict should fold up in a few weeks, which all of us fervently hope, the emergency will continue until our military strength is built to requisite levels. Important industries and pursuits will continue on a war footing. Radio was on that footing when the first shot was fired on Korea five weeks ago.

Who's the Umpire?

IN THE MONTH that has passed since KJBS San Francisco proposed a showdown on local audience measurement because of wide disparities in the San Francisco area, enough has happened to denote that there's need to bring order out of what could be impending chaos.

The Pulse and Hooper have joined issue. But they have proposed conditions that entail arbitration. Agencies, advertisers and other rating services have evinced profound interest. It is evident that local surveys generally will be suspect until there is a satisfactory answer.

How much business at the local level has been lost because of inconsistent research we do not know. One agency, Benson M. Sherman of San Francisco, supplies a clue. He has no research department. He, like hundreds of local agencies, has neither the background nor the time to evaluate the merits of the various survey methods.

"Because of the conflicting figures offered me," he wrote this journal, "I find that I am more inclined to use other media at the expense of radio."

Bitter medicine.

The job now is to get an umpire to officiate. There are volunteers. We wonder, however, whether this isn't the kind of assignment that could well be taken over by the NAB?

our respects to:

JAMES DIXON SECREST

WHEN Radio-Television Mfrs. Assn. board of directors met last June to pi a successor to Bond Geddes, executi vice president and general manager, it face the tough job of replacing an industry pionee who had guided the association's destinies a most since its founding in 1924 as Radio Mfr Assn.

Though Mr. Geddes had long ago bee deemed indispensable to RMA, the reorganize association conceded he was entitled to sit bac and relax after spending over two decade spearheading the manufacturing industry battles.

Luckily the board didn't have to look far i its search for a new general manager— farther than Mr. Geddes' right elbow. At hi side was a trained successor who knows all th ropes and all the right people and all th thousands of things that a trade associati

(Continued on page 65)

Static & Snow

By Awfrey Quincy

Fusion note: Korea has less than 1% of the world's population, yet the current mess already has caused serious talk about tube shortages, rate adjustments, television curtailment, etc. Nothing is more vulnerable than broadcasting, however . . . . tune up that fiddle, Nero, while we throw another industry on the fire!

* * * * *

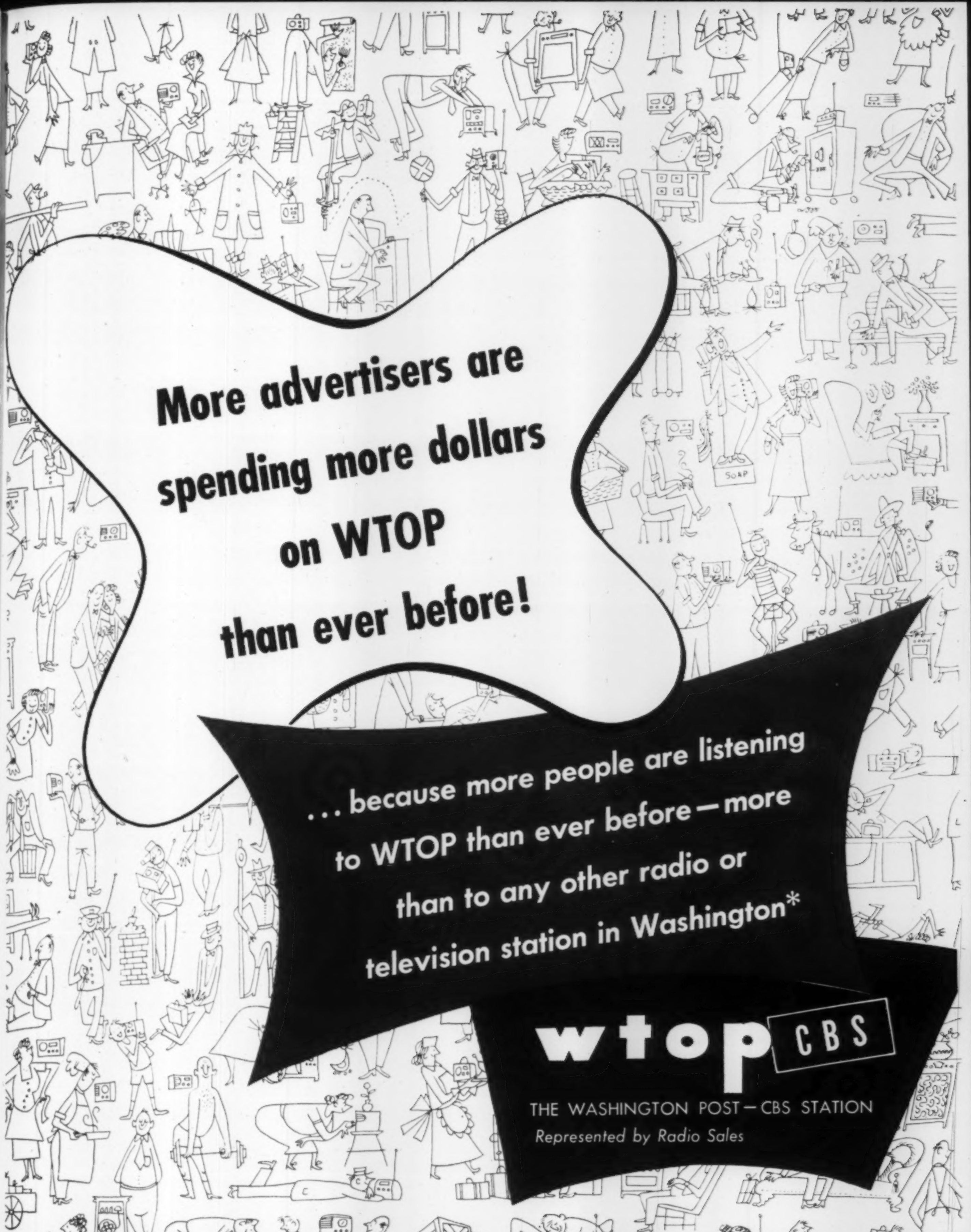
The publicity-wise Fighting Irish seem to understand that television can sell universities even as it sells goods and services. There'll be red faces in the Big Ten and other conferences when some of the home town lads who should matriculate at the State U. begin showing up in the Gold and Peacock Blue of Notre Dame.

* * * * *

Little Connecticut apparently is big enough to accommodate both the Messrs. Benton & Bowles, but if Sullivan, Stauffer, Colwell & Bayles Inc. ever decide to call it a day, nothing smaller than Texas will hold 'em.

* * * * *

A problem arises with the sponsorship by Airwick of a new television show, *I Cover Times Square*. Any authentic reproduction of that locale should give out that peculiar odor which pervades Broadway and 43d, and if so, should it be deliberate or merely coincidental?



More advertisers are spending more dollars on WTOP than ever before!

... because more people are listening to WTOP than ever before—more than to any other radio or television station in Washington*

wtop CBS

THE WASHINGTON POST—CBS STATION

Represented by Radio Sales

**65.6% more total week share of audience than the next station (Pulse Survey: May-June, 1950)*

front office

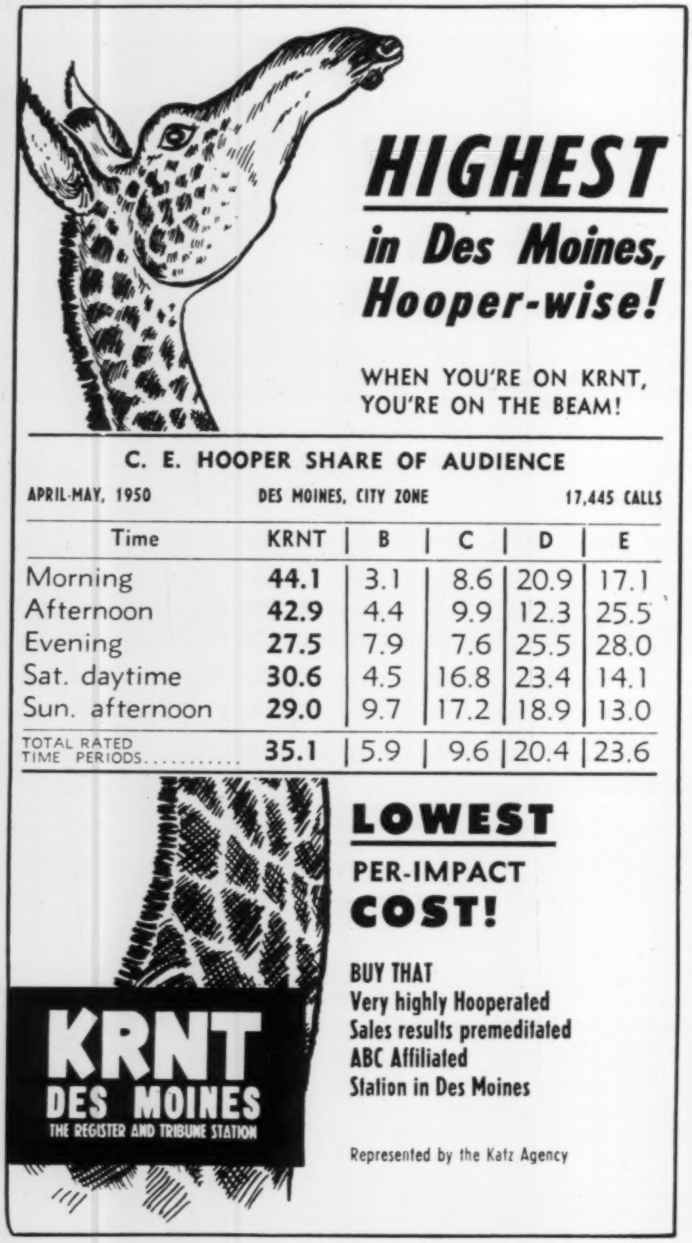
SANDY MEEK, last 16 years program director WOOD Grand Rapids, Mich., to WHTC Holland, Mich., as manager. Succeeds **PAUL W. NESPER Jr.**, resigned to join faculty Concordia Teachers College, Seward, Neb.

GENE ACKERLEY, program director KID Idaho Falls, Idaho, to KCOW Alliance, Neb., as manager.

JACK SCHNEIDER, salesman WGN Chicago, to TV staff Radio Sales, Radio and Television Stations Representative, CBS, Chicago.

ROBERT MEEKER Assoc. appointed national representative by WGAT Utica, N. Y.

HEADLEY-REED CO. and **Headley-Reed TV**, radio and TV representatives, Sept. 1 to open branch office in International Trade Mart Bldg., Camp and Common Sts., New Orleans. **MILTON R. DeREYNA Jr.**, divisional advertising manager Falstaff Brewing Corp., to head office. **CA ERON A. HIGGINS**, research department Headley-Reed N. Y. offi appointed assistant director of research and promotion.



HIGHEST

in Des Moines, Hooper-wise!

WHEN YOU'RE ON KRNT, YOU'RE ON THE BEAM!

C. E. HOOPER SHARE OF AUDIENCE

APRIL-MAY, 1950 DES MOINES, CITY ZONE 17,445 CALLS

Time	KRNT	B	C	D	E
Morning	44.1	3.1	8.6	20.9	17.1
Afternoon	42.9	4.4	9.9	12.3	25.5
Evening	27.5	7.9	7.6	25.5	28.0
Sat. daytime	30.6	4.5	16.8	23.4	14.1
Sun. afternoon	29.0	9.7	17.2	18.9	13.0
TOTAL RATED TIME PERIODS...........	35.1	5.9	9.6	20.4	23.6

LOWEST PER-IMPACT COST!

BUY THAT
Very highly Hooperated
Sales results premeditated
ABC Affiliated
Station in Des Moines

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

Represented by the Katz Agency

W. D. (Dub) ROGERS, vice president KEYL (TV) San Antonio, Te assumes general managership, succeeding **W. B. MI LER**, resigned to become management consultant.

Mr. Rogers

ROGERS ANSON LARRABEE to sales staff KMB KRFM Kansas City, Mo.

LES EUGENE, station manager KTFS Texarka Tex., resigns effective Aug. 15. Plans to retire fr radio temporarily. No successor announced.

J. LESLIE FOX, manager Los Angeles office Paul Raymer Co., to KVOE Santa Ana, Calif., sales sta **BURYL LOTTRIDGE** also joins KVOE sales staff.

GEORGE C. BLACKWELL, at one time assistant secretary old Feder Radio Commission, to WDNE Elkins, W. Va., as assistant manager.

LEN STEVENS, program director WNLC New London, Conn., to a sistant station manager WVNJ Newark, N. J.

KCRA Sacramento names **Western Radio Sales**, Hollywood, as represent tive in Southern Calif.

LLOYD E. MOFFATT is sole owner CKY Winnipeg, following approv of sale of shares by CBC board.

CLARENCE (Bud) RISER appointed sales representative WSVS-AM-F Crewe, Va.

BILL SPRAGUE, promotion manager WHK Cleveland, to sales de partment.

MURRAY J. WENZEL, new to radio, to sales staff KXOK-FM St. Louis Was assistant circulation manager St. Louis *Star-Times*, owner-operato KXOK-AM-FM.

SCHEPP-REINER Co., N. Y., named national sales representative for WJEL Springfield, Ohio.

JACK SHORTREED named commercial manager CJGX Yorkton.

Personals . . .

CHARLES CRUTCHFIELD, general manager WBT Charlotte, N. C., appointed to public information committee of Governor's committee for study of highway safety. . . . **ERNEST L. SPENCER**, president and general manager KVOE Santa Ana, Calif., named vice president Southern California Broadcasters Assn., succeeding **CLYDE SCOTT**, deceased.

KLAUS LANDSBERG, general manager, KTLA (TV) Los Angeles, and vice president, Paramount Television Productions Inc., will give as yet untitled talk on TV at Aug. 8 meeting Los Angeles Advertising Club . . . **JOSEPH M. NASSAU**, president and general manager WAEB Allentown, Pa., and Marion M. Hodgson married July 19.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice *of* Kansas *in* TOPEKA

JULY 31, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

In a Quandary Over Sales Costs?

Dollars get more dialers on Du Mont!

Say, if you're looking for TV, take a look where all the looking began; Du Mont—first in TV networking. Du Mont—covering 99% of America's telesets. Du Mont—where a small budget puts you in TV in a big way...You see Du Mont pays undivided attention to TV and that's why TV pays handsomely to Du Mont Sponsors. Meaning you.

The Nation's Window on the World
—60 Stations

TELEVISION DUMONT NETWORK

515 Madison Avenue, New York 22, N. Y. • Phone MUrray Hill 8-2600

Copyright 1950, A Division of the Allen B. Du Mont Laboratories, Inc.

B.T.O.

Big Time Operation — that's television in Southern California, where you reach the nation's second largest TV audience via KTTV...smack in the middle of this dynamic market!

With joint support from the Los Angeles Times and CBS...both BTO's from way back... we've cornered a big audience that looks and stays and buys. Today many KTTV shows originate from Hollywood's newest, most modern motion picture studios...with big plans for even brighter, sales-producing shows tomorrow. Who, for example, but KTTV would take the air at 1 pm. with the Jack Gregson Show from the Country Club Hotel swimming pool? (Note: participations available.)

To sell in Southern California in the Big Time, ask Radio Sales for **KTTV** LOS ANGELES TIMES · CBS TELEVISION

A Service of Broadcasting Newsweekly

TELECASTING

ational Press Bldg.
ashington 4, D. C.

JULY 31, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

SPOT TV FILM SALES

Three Firms Announce New Plan

THE FIRST step in an ambitious campaign by station representatives to introduce a more direct competition between national spot advertising interests and the major networks was taken last week when three top representative firms announced they would sell filmed television programs on a spot basis.

The three companies, Blair-TV Inc., Free & Peters Inc. and The Katz Agency Inc., announced they have embarked on a joint undertaking to acquire television program properties for exclusive sale on a national spot basis.

Although only three companies have united in the coordinated effort, the programs they acquire will be available for placement on all TV stations through their national representatives.

The announced plan of the three representatives is regarded as the opening phase of what is intended to become a general movement toward a build-up of spot business through program sales, a development that could profoundly change the present relationships of stations, networks and station representatives [BROADCASTING, July 17].

Although the participants in the plan announced last week denied that the question of stations optioning time to their national representatives was involved, it has been reliably reported to TELECASTING that this would be an eventual aim.

Buy One Program

Under the present operations, as envisioned by the three representatives, an advertiser would buy one of the programs being offered by them, would then decide what markets he wanted to place it in, and then would seek—through station representatives—the stations and times he desired.

According to the three companies that are pioneering in this development, there is no intention at present to request stations to assign blocks of time on an option basis to their national representatives.

Eugene Katz, executive vice president of The Katz Agency, said his interpretation of FCC rules was that stations that already had optioned half of their time to one or more networks—the limit imposed by FCC network regulations—could not option additional time to their representatives without risking FCC action.

Mr. Katz conceded, however, that if stations negotiated network contracts that permitted them to option less than half their time to the networks, the difference between the time assigned to the networks and one-half their total operating time could be optioned to national spot business without jeopardy.

Despite the fact that the optioning of time blocks to national spot program sales is not at present a factor, the long range plan of members of the National Assn. of Radio Station Representatives (of which all three of the firms involved in the TV program campaign are members) is known to include the introduction of such a system.

The development of the plan hinges to a great extent on the changes regarded as inevitable in the growth of television as well as characteristics believed to be inherent in television itself.

It is the belief of some NARSR members that as television grows, the nighttime radio network situation will be considerably altered—they hope to the extent that stations can divert prime evening time that is now preempted by network commercials to national spot programs.

AM Shows Considered

In this connection, Joseph Weed, president of Weed & Co., another NARSR member, is known to be auditioning radio programs that can be adapted to national spot sales on a basis similar to that proposed last week by Free & Peters, Blair, and Katz for television.

If Mr. Weed decides that any of a number of programs he is now considering is suitable for such use, it is believed probable that one or more station representatives will established an AM counterpart to the Blair-Free & Peters-Katz TV program sale organization.

The question of option time for spot programming is not expected immediately to arise in radio either. Although regarded by many NARSR members as a long-range goal, national option spot time is not an imminent possibility.

Although different, the situation in television is regarded by NARSR members as favorable to their program plans. They point out that networking expenses for cable or radio relay are eliminated by the placing of filmed programs on a national spot basis. And they believe that despite the fact that most stations are affiliated with more than one network and hence have considerable choice of network programming, they still will be eager to accept national spot programs of comparable quality, particularly because they can make more money from them.

The intention of the national representatives to get into direct

(Continued on page 53)

GE COLOR

Has 'Frequency Interlace' System

A FOURTH and radically different color television system—General Electric's "frequency interlace" system — informally entered the color TV competition before FCC last week.

Speculation immediately arose whether the Commission would give it more than informal perusal and possibily reopen its lengthy, hotly contested color proceeding to put the GE system "on the record." However, one high FCC representative said, "I want to see it work first."

GE claimed its system:

● Is "inherently compatible" with existing monochrome.

● Is free of twinkle, crawl, flicker, color shifting and of field-sequential color fringing.

● Uses "economical" receiver which requires but six tubes more than the regular black-and-white set.

● Works with tri-color tube.

● Will be ready for "preliminary" demonstration in 90 to 120 days.

● Has been proven in respect to some basic principles by laboratory tests.

GE's new system employs the fundamental principle of frequency multiplexing in contrast to the time multiplex techniques used by RCA, CBS and Color Television Inc. Thus three color frequencies are "sandwiched so as to be non-interfering" and can be transmitted "simultaneously and with good fidelity" over the standard monochrome video bandwidth of 4 mc, GE said.

Unused Regions

The additional information required for full color is carried in heretofore unused regions of the spectrum lying between the harmonics of the monochrome line scanning frequency, it was explained. Picture information in monochrome transmission is largely concentrated in small regions of the video spectrum lying at or near these harmonics, thus leaving unused regions between, GE said.

If the Commission doesn't wait to see the GE system, it's believed the color decision may be completed before GE could be ready to hold its demonstration [TELECASTING, July 17].

Meanwhile, there was continuing speculation—largely outside the Commission, thus far—that color activity may be delayed by the international situation, particularly if events substantially slow TV production and step-up research work which might be applicable to TV in the future [TELECASTING, July 24].

To date, however, there has been no indication that the Commission will be inclined to withhold a color decision because of the Korean crisis and related defense measures thus far taken.

If FCC should decide to reopen the color record to incorporate data on the GE system, it might wish to include other recent developments at the same time—developments by the Hazeltine Electronics Corp., for example [TELECASTING, June 19].

FCC met only one day on the color case last week compared to four working days the previous week just following receipt of reply briefs from the major proponents in the color proceeding. This week the Commission is expected to resume consideration of the complex case.

Dr. W. R. G. Baker, General

(Continued on page 57)

Telefile:

One-Year-Old WCPO-TV Takes Pride In Its Local Coverage

CELEBRATION of WCPO-TV Cincinnati's first anniversary was held July 19, with Gov. Frank Lausche of Ohio and city officials taking part in the ceremony. Officially the city's newest TV station began telecasting July 26, 1949.

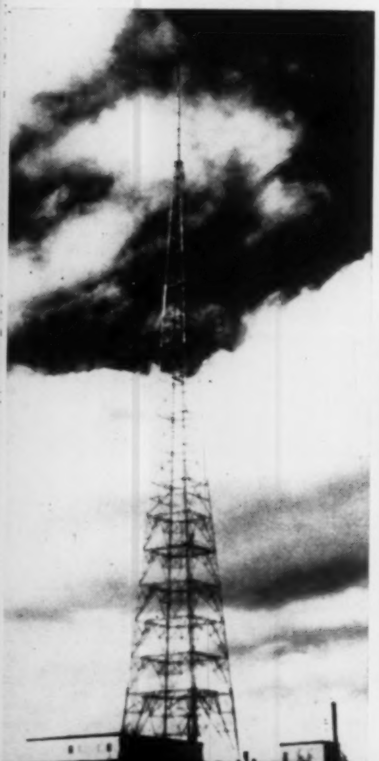
The formal birthday ceremony, held between games of a Cincinnati Reds double-header at Crosley Field telecast by WCPO-TV, was a fitting event to mark its first year. Viewers were reminded that the first regular telecast aired by WCPO-TV on its opening night in 1949 was a pick-up of the Reds-Boston Braves game.

Other distinguished guests who participated in the ceremonies included Otto Brandt and Joseph Merkle of the ABC television network, and Chris J. Witting and Robert S. Jamieson, executives of the DuMont network. Scripps-Howard executives present included R. B. Westergaard, WNOX Knoxville, Tenn.; James C. Hanrahan, WEWS (TV) Cleveland, and Joseph R. Fawcett, assistant treasurer, Scripps-Howard Radio Inc. M. H. Long, president of the Branham Co., also attended.

Acting Mayor Edward N. Waldvogel, proclaimed July 19 "WCPO-TV Day" in Cincinnati, in recognition of the station's outstanding achievement.

* * *

WCPO-TV's tower rising above the homes of Cincinnati viewers.



Plans Expansion

The first year of operation of the Scripps-Howard station has placed it in high favor with Cincinnati televiewers. The scope of its functions has increased continuously from its first week of existence, to such an extent that work is scheduled to start this month on a new physical plant with almost double the present floor space.

Under the management of M. C. Watters, vice president of Scripps-Howard Radio Inc. and manager of WCPO-AM-FM-TV, the video outlet has developed the relaxed neighborly type of programming common to its aural sisters. Pulse surveys have given it a high spot in the hearts of Cincinnati folks.

Aiding in the management are experienced executives: Harry LeBrun, station director; Ed Watson, program director; John Patrick Smith, commercial manager, and Chief Engineer Grant Makinson. Mr. Watters not only encourages the staff but gives them a free hand in trying out new ideas.

WCPO
WCPO-TV
CHANNEL
7

WITH THIS modern mobile unit, WCPO-TV goes all out in bringing events of local interest to the TV screen. Viewers have come to know that when anything of importance happens in the area, WCPO-TV will be on-the-spot with the latest pictures. Here cameramen cover the Ohio River flood from the river bank.

* * *

The result has been an imposing number of "firsts" in television to the station's credit.

Telecasting of all home games of the Cincinnati Reds is a WCPO-TV exclusive feature. In January the station signed a five-year contract for exclusive rights—AM and TV—to the Reds games. WCPO-TV also feeds the Reds telecasts to WHIO-TV Dayton and WTVN (TV) Columbus. Waite Hoyt, former major league pitching ace, does the play-by-play announcing and Burger Brewing Co. sponsors the game telecasts. In addition to the home tilts, WCPO-TV telecasts as many of the road games as can be cleared by coaxial cable or micro-wave relay.

Cincinnatians have the opportunity of seeing first hand just what is going on in and around their town. The station has a big mobile unit constantly ready for action and on the spot when the management feels an incident will serve the public interest. During the spring floods of the Ohio river the unit moved to the waterfront and a pair of cameras, under the direction of Mike Bowdin, brought flood scenes to WCPO-TV viewers.

During Holy Week a 2½ hour Passion Play, long a Cincinnati tradition, was telecast, as was the Christmas Eve Pontifical High Mass from St. Monica's Cathedral.

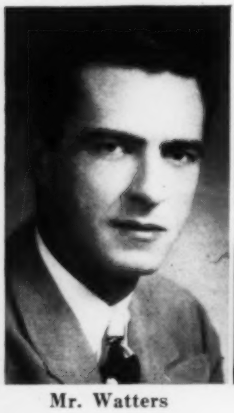
A camera was set up in the roof garden of the Gibson Hotel last fall while count of the city council election was taking place.

Hourly news bulletins and an evening news picture round-up make current events really current. Major fires, parades, reception, etc., also are filmed for teletions etc., also are filmed for telecasting by WCPO-TV. Viewers in the area have come to feel, and with good reason, that in addition

* * *

CHECKING over the busy WCPO-TV schedule are Ed Weston (l), program director, and Harry LeBrun, station director.

• • •



Mr. Watters

Mr. Smith

Mr. Makinson

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XUM

o entertainment, if there is anything of major interest going on, t can be seen on WCPO-TV.

All programming from sign-on t 10:30 a.m. until 5 p.m. is live nd local. The station pioneered, nd quite successfully, the TV disc jockey. Its *Paul Dixon Music Shop* is a two-hour disc jockey show, telecast 3-5 p.m. six days a week and averaging eight sponsors a day. The show is chiefly the energetic good humor of Paul Dixon assisted by Dotty Mack and Wanda Lewis and prospers without musicians, scripts or rehearsal.

Another popular WCPO-TV local feature is Bill Dawes' *Make Believe Ballroom*, seen from 10:30 a.m. to noon each day except Sunday. This show the station describes as "slightly more reserved" than the Dixon feature but using similar techniques. Rose Mary Olberding assists Mr. Dawes, adding a feminine touch to the *Ballroom*.

Other local presentations include a hillbilly music show, a cooking school, a ladies' participation show and a man-on-the-street telecast. In June the station stepped up its schedule to offer 100 hours of programming a week.

Programs throughout the day are arranged so that the fare is in contrast to those being offered on other TV stations in the area. Evening hours are devoted to network shows from ABC, DuMont, Paramount and Columbia. Plans are underway to increase the number of ABC shows this fall. It is Mr. Watters' contention that all tastes must be satisfied and the varied programming attains that end.

WCPO-TV Rates

The Branham Co., New York, handles national accounts for WCPO-TV and there are 10 local salesmen. Present one-time hourly rate for the station is $250 day and $500 night. Other time segments on a one-time basis are: 30 minutes $150 day, $300 night; 15 minutes $100 day, $300 night; five minutes $50 day, $100 night; and one minute $37.50 day, $75 night.

The staff, both talent and technical, faced an enormous task getting a new television station on its feet, but drive and determination has put it there. At the end of its first year the station boasts hosts of friends, and staff and management are looking forward as they enter their second year to increasing the roster.

Quaker Oats Spots

QUAKER OATS, Chicago, through Sherman & Marquette, same city, begins a 26-week schedule of one-minute TV film spots in New York, Chicago, Boston and Los Angeles tomorrow (Tuesday), with an average of five spots weekly in each area for oats, puffed wheat and rice, Ken-L-Ration dog food, Aunt Jemima pancake mix and perhaps cake mixes.

NAB TV GROUP NAMED

Headed by Swezey

1950-51 NAB Television Committee, headed by Robert D. Swezey, WDSU-TV New Orleans, was named last Thursday by NAB President Justin Miller, thus rounding out the association's basic committee structure.

Mr. Swezey

Other members who will serve on the committee include Roger W. Clipp, WFIL-TV Philadelphia; Ted Cott, WNBT (TV) New York; George J. Higgins, WISH Indianapolis; Clair R. McCollough, WGAL-TV Lancaster; Victor A. Sholis, WHAS-TV, Louisville, and Eugene Thomas, WOR New York. Messrs. Swezey, Higgins and Thomas are NAB board members.

Judge Miller also chose three alternates to the group—George M. Burbach, KSD-TV St. Louis; Leslie C. Johnson, WHBF-TV Rock Island; and F. Van Konynenburg, WTCN-TV Minneapolis.

The TV committee and the recently selected AM and FM groups [BROADCASTING, July 24, 17] represent media within the broadcasting field and replace standing technical committees of NAB which heretofore had been patterned along functional lines, such as Government Relations, Employe-Employer Relations, etc.

Members of all groups, however, will devote attention to all media, with particular emphasis on their own field. Proposal for the new structure was adopted by NAB board of directors June 21 on the recommendation of NAB General Manager William B. Ryan.

Heading the AM and FM groups, respectively, are Hugh B. Terry, KLZ Denver, and Ben Strouse, WWDC-FM Washington.

FAIRBANKS SUES

Charges Heidt and Miller

JERRY FAIRBANKS Productions, Hollywood television film producers, last week filed suit of $600,000 in Los Angeles Superior Court against Horace Heidt, band leader, Horace Heidt Productions (film) and Glenn Miller, head of Heidt Productions unit, charging infringements on patents, conspiracy and unfair trade practices.

Fairbanks is asking judgment of $500,000 and exemplary damages of $100,000 in addition to an injunction against the two men to prevent them from using the Fairbanks' patented Multicam filming technique as well as "secret and confidential processes, methods, techniques and mechanisms." Injunction is also asked to prevent the Heidt interests from showing a filmed program which Fairbanks says was photographed by a process copied from its Multicam Process. Fairbanks is represented by the Los Angeles law firm of Sherman, Thompson & McCarthy.

In the Fairbanks complaint, the firm charges that Mr. Heidt began negotiations in May to film a television version of the band leader's radio show, with arrangements made on the basis of proposed one-year contract with Fairbanks. Mr. Miller, then Fairbanks production manager, was assigned to work out details. On June 8, however, Fairbanks claims, Messrs. Heidt and Miller attempted to circumvent the Fairbanks firm and prevent consumation of the contract. In the following month, on July 7, Mr. Heidt was reported to have filmed the show at CBS supervised by Mr. Miller, still on the Fairbanks payroll and using "confidential methods, techniques and mechanisms."

DuMONT PACT

Setting IATSE Contract

A TWO-YEAR contract between the DuMont Television Network and television, broadcasting, and studio locals of the International Alliance of Theatrical Stage Employes is expected to be signed this week, according to Harry Friedman, head of DuMont personnel relations.

The contract will replace a five-year contract which expired this month with IATSE Local 794, New York; Local 819, Washington; and Local 820, Pittsburgh. Although no details have been released, Mr. Friedman said that only the Pittsburgh schedule remains to be worked out.

WORLD SERIES

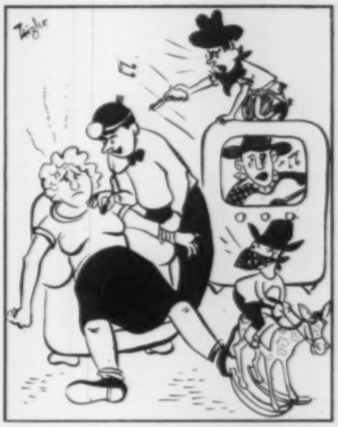
Two Networks Bid for Rights

TWO undisclosed networks are seeking exclusive telecast rights to the 1950 World Series after rejection of the Fabian Theatres' attempt to get the games for theatre television on the East Coast. Baseball's executive council turned down the Brooklyn theatre chain's offer for "policy reason," but only for the 1950 season, however.

One consideration of the executive council is reported to be the fact that relatively few theatres are equipped to project large-screen television and RCA threatre-TV equipment is in slow production.

Mutual and Gillette Razor Co. hold an AM exclusive contract, which extends through 1956. Bids for exclusive telecasting of the series will be accepted until Aug. 19 by Baseball Commissioner "Happy" Chandler in Cincinnati. He is empowered to make the final decision as to the buyer.

The World Series is expected to start the first Tuesday in October.



Drawn for TELECASTING by John Zeigler

"What you need is a quiet trip out West!"

WBAL-TV POWER

Asks FCC for 100 kw

WBAL-TV Baltimore applied to FCC last week for operation with the maximum 100 kw power, disclosing plans to expand its programming for farm audiences.

The application, which presumably must await the lifting of the current TV freeze before it can be acted upon, asked for an increase in effective radiated power from the present 27 kw visual and 13 kw aural, to 100 kw visual and 50 kw aural. A change from metropolitan to rural classification was requested simultaneously. WBAL-TV is on Channel 11.

Construction costs for the power boost were estimated at $75,000.

With its application the Hearst Radio station submitted letters from agricultural authorities commending WBAL for its past and present service to rural audiences and expressing pleasure at plans for TV expansion in this field.

Farm Interest

T. B. Symons, dean and director of cooperative extension work in agriculture and home economics for Maryland, wrote that "we are very much interested in this development and are considering making the resources of the U. of Maryland, especially the College of Agriculture, available with selected personnel as active participants."

Members of the U.S. Agriculture Dept.'s Production & Marketing Administration said that in addition to WBAL's "fine service" to agricultural interests, television "will give us both a greater opportunity to serve the public."

Other letters came from officials of the Maryland Dept. of Education and the Maryland Farm Bureau praising WBAL-AM's contributions to agricultural education and foreseeing further opportunities for service through television.

At least one other 100 kw television application is awaiting FCC action. It was filed by WBEN-TV Buffalo.

TIME OUT is called for this group of executives attending the National Assn. of Radio Station Representatives' Spot TV Clinic luncheon, held at the Biltmore Hotel, New York, July 18. L to r: Norman Farrell, Weed & Co.; Ralph McKinnie, Paul H. Raymer Co.; Elliott Reed, Free & Peters; Donald W. Stewart, advertising division manager, The Texas Co., and luncheon guest; T. F. Flanagan, NARSR managing director; Keith Dare, Headley-Reed Co.; Don Campbell, Edward Petry & Co.; Robert D. C. Meeker, Robert Meeker Assoc.; Don Kearney, The Katz Agency; John E. Porterfield, Paul H, Raymer Co., line up for the cameraman.

FORD TOP NETWORK USER Of TV in May

FORD MOTOR CO. once more was the top television network advertiser in May, with time purchases of $177,453 according to Publishers Information Bureau figures. The gross rate data covers the TV networks of ABC, CBS and NBC, only, since PIB does not record the DuMont figures.

R. J. Reynolds Tobacco Co. was second, having bought $157,355 worth of TV time. National Dairy Products, Liggett & Myers, and P. Lorillard Tobacco Co. were third, fourth and fifth, respectively, thus placing three tobacco manufacturers in the top five advertisers on Television. Table I lists the top 10 advertisers.

Smoking Materials Lead

For the product groups, Smoking Materials—cigarettes, pipe tobacco and lighters—continued to lead the TV network clients by purchasing $546,457 worth of time in May.

The Food & Food Products group jumped to second place from third in April, placing automotive products as the third largest user of TV. The Radio, TV Sets, Phonographs & Musical Instruments group ranked fourth and the Toiletries & Toilet Goods manufacturers fifth, in the month's video expenditures.

The five-month period of January-May 1950, saw the same top product group buyer, Smoking Materials, while Automotive manufacturers and suppliers were the second largest users of TV time. Food & Food Products ranked third, followed by Radio-TV Sets, Musical Instruments & Phonograph producers, and Toiletries & Toilet Goods, in that order, for the five months.

Table II shows gross billings for each client group in May and Jan.-May, 1950.

* * *

TABLE I

10 LEADING TV NETWORK* ADVERTISERS IN MAY

1. Ford Motor Co.	$177,453
2. R. J. Reynolds Tobacco Co.	157,355
3. National Dairy Products	142,811
4. Liggett & Myers	120,220
5. P. Lorillard & Co.	113,543
6. RCA	101,939
7. General Foods	97,525
8. Mohawk Carpet Co.	87,374
9. General Motors	85,240
10. American Tobacco Co.	80,924

*On ABC, CBS and NBC; DuMont not reporting

* * *

TABLE II

GROSS TV NETWORK BILLINGS* BY PRODUCT GROUPS FOR MAY AND JAN.-MAY 1950

PRODUCT GROUP	MAY	JAN.-MAY 1950
Apparel, Footware & Access	$ 89,943	298,613
Automotive, Automotive Equip. & Supplies	387,901	1,729,455
Beer, Wine & Liquor	110,787	584,786
Confectioney & Soft Drinks	142,117	345,208
Consumer Services	17,580	76,815
Drugs & Remedies	24,660	97,470
Food & Food Products	406,514	1,512,967
Gasoline, Oil & Other Fuels	135,565	476,240
Horticulture	620	1,140
Household Equip.	196,973	764,743
Household Furnishings	197,004	751,756
Industrial Materials	9,698	9,698
Jewelry, Optical Goods	23,875	26,571
Publishing & Media	26,467	103,532
Radios, TV Sets, Phonographs, Musical Instruments & Access.	297,980	1,181,775
Retail & Mail Order	......	1,631
Smoking Materials	546,457	2,032,065
Soaps, Cleansers & Polishes	56,395	161,880
Toiletries & Toilet Goods	233,731	918,046
Miscellaneous	14,196	76,586
TOTAL	$2,959,299	$11,150,977

*ABC, CBS, and NBC TV networks; DuMont figures not available

WATV CHARGE

Answered by Schwimmer

RADIO FEATURES, Chicago, plans to make its nationally syndicated *Miss U. S. Television of 1950* beauty and talent contest "the biggest and best of its kind," Walter Schwimmer, president, said last week in answer to WATV (TV) Newark's charge that it telecast a similar show first. WATV objected to Radio Features' show on grounds that the format of the new package [BROADCASTING, July 17] is identical with that of the station's *Miss Television of 1950* contest as well as WATV's *Miss Television of 1949*.

Mr. Schwimmer, who said no official court petition for a restraining order has been filed, said WATV is only "one of half a dozen" stations or agencies with a beauty-talent contest format for a video show. He changed the name of the Radio Features package to *Miss U. S. Television of 1950*, he said, so it would not conflict with WATV's *Miss Television of 1950*, as both shows are telecast in the New York area.

WATV has been invited by Mr. Schwimmer to file any subsequent claims and objections with his legal staff.

In the meantime, Radio Features is negotiating for network telecasting of the contest finals Sept. 2 from the Chicago Fair lakefront site. Plans should be set this week, Mr. Schwimmer said.

PHONEVISION

Zenith Given Test De

ZENITH Radio Corp.'s propo Chicago-area Phonevision test w granted an extension of commen ment date to Oct. 1 by FCC l week.

Previously authorized to beg last Feb. 1, the 90-day pay-as-y see television experiment w granted a delay by the Commissi upon assurance from Zenith it h withdrawn its "contingent cred offer to manufacturers for buildi Phonevision decoder outlets i their TV sets [TELECASTING, J 10]. FCC earlier had criticiz Zenith on its decoder offer and a vertisements regarding Phone sion allegedly published by Zen dealers [TELECASTING, June 5, 2

Zenith had offered TV set make credit of 25¢ for each set equipp with a decoder outlet, the cre to apply against future royalti of 50¢ per set when and if Pho vision were approved and if man facturers then wished to obtain license under Phonevision paten

FCC's letter to Zenith regardi the extension of authority state in part:

> **As you are aware, by letter of Ju 21, the Commission informed you th your actions in connection with Phon vision had not been consistent with t conditions imposed on your Phone sion authorization. However, yo request for extension of starting da is now granted on the representatio contained in your letter of June 24 (that no agreements have been ente into with other manufacturers to i clude Phonevision decoder outlets i their receivers; (2) that the conting credit offer made to other manufa turers encouraging them to insta Phonevision decoder outlets in the sets has been withdrawn; and (3) th you do "not propose to continue t encourage the installation of decod outlets by its competitors in televisi receivers manufactured by them eith on the basis outlined in [your] sa letter of Feb. 10 to such competito or by any other means."**
>
> **This grant is based also on the repr sentations contained in your previo letter of June 2, stating that you ha advised your dealers carrying mi leading advertisements concerni Phonevision that Zenith would pay n part of the cost of the advertiseme and that if the misleading advertis ments continued, the franchise wou be cancelled.**

DEFENSE BILL

NBC-TV Covers Hearing

NBC television cameras we grinding away last Monday an Tuesday for the benefit of daytim televiewers as the Senate Bankin & Currency Committee began hea ings on President Truman's D fense Production Bill encompas ing partial mobilization contro and allocations (see story pag 23).

NBC-TV and its WNBW (TV Washington mobile units covere the hearings under the direction o NBC Producer Ted Ayers. Pr grams emanated from the Senat Office Bldg. Caucus Room and we aired at 10:30 a.m. Officials caugh by the cameras included W. Stuar Symington, chairman of the N tional Security Resources Boar and Charles Sawyer, Secretary o Commerce.

DuMONT TRANSFER

Filed With FCC Under Protest

APPLICATION for "involuntary transfer of control" of Allen B. DuMont Labs, as licensee and permittee of television stations WABD New York, WTTG Washington and WDTV Pittsburgh, was filed with FCC last week under "protest" by Paramount Pictures Inc.

"Control" is sought to be transferred to Paramount Pictures Corp., one of the two successor corporations in the court-decreed dissolution of the original Paramount firm. Although Paramount denies its 29% interest in DuMont constitutes control of the TV firm and hence does not require FCC approval to be transferred, the instant transfer application was requested by the Commission in February.

Based on Earlier Decision

FCC based its request for the transfer application on its earlier proposed decision which ruled that Paramount does affect control over the affairs of DuMont in view of conditions apart from the fact it is the largest minority stockholder in DuMont [Broadcasting, Dec. 20, 1948]. However, Paul A. Porter, Washington counsel for Paramount, in filing the transfer bid pointed out that oral argument on the proposed ruling has not been heard and it is still pending final decision by the FCC.

"It has been the contention of both DuMont and Paramount that no such control exists. That position remains unchanged," Mr. Porter wrote FCC. He indicated both firms agreed to file the application but "with the clear undertsanding that such application is in no-wise an admission of control and that all statements made there relating to control must be considered in the light of this protest."

Transfer in 1949

The stock transfer occurred Dec. 30, 1949, it was indicated, the date when the dissolution of the original Paramount firm was effected. This reorganization of Paramount was required by the anti-trust decree of the U. S. District Court for the Southern District of New York. The theatre-operating activities of Paramount were placed in a new firm called United Paramount Theatres Inc. while picture-production and distributing activities went to Paramount Pictures Corp.

Mr. Porter told the Commission an application for consent to transfer control of Paramount Television Productions Inc., licensee of KTLA (TV) Los Angeles, to Paramount Pictures Corp. was filed with FCC in late December [Broadcasting, Jan. 9]. "No such application was filed," he said, "with respect to DuMont for the reason . . . that both Paramount and DuMont did not and do not now consider that Paramount controls DuMont and no final decision on the control issue has been reached by the Commission."

FCC has not yet acted on the KTLA transfer nor on the requested transfers of WBKB (TV) and WBIK (FM) Chicago and WSMB - AM - FM New Orleans [Broadcasting, Jan. 2]. Both WBKB and WSMB are being transferred to United Paramount Theatres.

TV'S WAR ROLE

Won't Be 'Casualty'—Mullen

TELEVISION not only will not be a "war casualty" in an all-out war effort, but will become increasingly important if and as any emergency grows. This was the prediction of Frank E. Mullen, chairman of board, Jerry Fairbanks Inc., Hollywood, in an address last Wednesday before the Hollywood Authors Club.

"Scare stories that the new medium may be a casualty of defense preparations are completely without foundation," he said. Even though requirements for critical materials by the armed forces may slow down distribution of TV receivers, a war economy will stimulate TV in every direction, he predicted.

"Television will become one of most vital means of communications between people and government, if major war develops," he continued. It will be invaluable in demonstration of home defense, first aid and other information necessary to the public.

Citing the tremendous importance radio played during the last war, Mr. Mullen concluded by saying that television would join it in keeping the American people the "best informed and highest moraled nation in the world."

BERLE FIRST

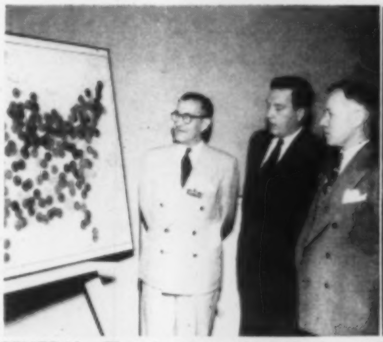
In N. Y. TV Hooperating

MILTON BERLE was the television leader in the June-July Hooperatings Pocketpiece for New York released last week. Ratings were:

For Television (TV home base): Milton Berle, 55.2; *Toast of the Town*, 36.2; *Philco TV Playhouse*, 25.7; *Arthur Godfrey & His Friends*, 25.1; Robert Montgomery, 21; *Studio One*, 20.3; Alan Young, 19.3; *Plainclothesman*, 19.2; *Saturday Night Revue*, 17.9, *Original Amateur Hour*, 17.7; *Stop the Music*, 17.6; *Ford Star Revue*, 17.1; *Big Story*, 16.9; Fred Waring, 16.8; *Break the Bank*, 16.3.

For Radio: Walter Winchell, 14.6; *Radio Theatre*, 7.7; *Arthur Godfrey's Talent Scouts*, 6.9; *Hollywood Star Playhouse*, 6.8; Groucho Marx, 6.7; *The Goldbergs*, 6.4; *My Friend Irma*, 6.2; *Stop the Music*, 6.1; Bob Hope, 6; Louella Parsons, 5.9; *Big Town*, 5.6; *Broadway is My Beat*, 5.6; *Theatre Guild*, 5.4; *Ozzie & Harriet*, 5.3; *Big Story*, 5.3; *Gangbusters*, 5.3.

AT filming of *Smilin' Ed's Gang*, sponsored by Brown Shoe Co. starting Aug. 26 on NBC-TV, are (l to r): Clair Callihan, Leo Burnett Co. TV production mgr.; Robert Stolz, Brown adv. mgr.; Don Colvin, Burnett acct. executive; William Weddell, Burnett's radio v. p.; Wendell Williams, Burnett West Coast radio-TV dir.



GENERAL Electric executives look over chart outlining present and future TV markets, during distributors meet at Electronics Park, Syracuse. L to r: Dr. W. R. G. Baker, v. p. and gen. mgr., Electronics Dept.; Robert S. Peare, v. p., public relations; Ralph J. Cordiner, executive v. p.

AFTER presenting NBC-Hofstra College Study at Detroit's TV Round Table in June, Bob McFadyen (seated, r), mgr., NBC sales planning and research dept., is quizzed by (l to r) Bill Wallbridge, sales mgr., WWJ Detroit; Paul Rickard, Wayne U. radio dept. head; Ralph Hotchkiss, Maxon Inc. agency.

CANDLE-LIGHTING by Larry Walker (l), assistant general manager in charge of television at WBTV (TV) Charlotte, marks first anniversary of the pioneer Carolina video outlet. Watching the ceremony are Charles Crutchfield (center), general manager, and Charles Bell, production manager.

CHECKING production on NBC-TV's *Camel News Caravan* telecast of helicopter takeoff from atop Chicago's Merchandise Mart, starting Simmons Beautyrest mattress on its way to Joseph Stalin, are (l to r) Joe Spery, asst. dir.; John Hubbell, Simmons Co. v. p. in charge of adv.; Commentator Clifton Utley.

DISCUSSING *Bandstand Revue*, variety show on KTLA (TV) Los Angeles sponsored by Los Angeles County Chrysler-Plymouth dealers, are: (l to r) Klaus Landsberg, KTLA mgr.; Leighton Noble, orchestra leader; Jim White, Santa Monica C-P dealer; J. Neil Reagan, Hollywood mgr., McCann-Erickson.

COMMERCIALS ON BBC? Urged by Peer

SUGGESTIONS that Britain consider the possibility of commercially-sponsored programs in both visual and aural broadcasting, and that the British government abandon its present 405 line system for television have been leveled in the House of Lords.

These revelations highlighted House debate recently on such topics as TV research, color TV, sponsored programs, and exchange of programs with France, as well as progress of Britain's television industry.

Spearheading the debate was Lord Brabazon, of Tara, a director of Britain's Electric and Musical Industries, who urged expansion of the television industry beyond its present scope and adoption of commercial programs by the BBC similar to the American system.

Lord Brabazon wanted to know whether Britain, by clinging to the 405 line system for TV, wasn't "backing something that foreigners already think is out of date." He called on the government to clarify its policy and to determine who should develop the industry—including color TV—"or we shall be left behind . . . America."

Lord Brabazon also took a slap at BBC and the whole of English officialdom—Post Office, Treasury, press—for its opposition to commercially sponsored programs. He noted:

> . . . In America, which is a free country, anybody can put up a television station—a thing you cannot do here. They can go broke instantly, or they can make money, according to whether their programs are good or bad. If sponsored programs are so very bad, I do not notice that there is any slackening in demand for television sets in America. . . . Sponsored programs cannot be so disagreeable as we fondly imagine in this country.

He suggested that, since BBC does not transmit programs the entire day, "idle time be given over to sponsored programs."

'Fly in Ointment'

"But there is a fly in this ointment," he added. "If a firm puts on a better program than the BBC, it would have to be stopped immediately." He was supported by Lord Balfour of Inchrye, who proposed commercial programs in Britain's aural broadcasting system.

Another peer, Lord Foley, however, felt that commercial programs may be "all right in America, where the advertising firm buys time and has control over the program, but over here the general atmosphere is different."

Lord Brabazon pointed to a Treasury decision which permits an English firm to expend $250,000 annually to an American firm for television research "know how" and charged:

"This is a direct encouragement to English firms not to indulge in research, but to hand the whole thing over to America. The BBC claims that it should buy everything, American or British, as they like."

He also felt that, while Great Britain adopted the 405 line system as a first step, the system would not be permanent, and questioned the government's standing in remaining unanimous on 405 lines.

"With our experience over some years with 405 line, 10 years later along came the Americans and started their system—with full knowledge of what we have done—with 525 lines," he reminded. A 625 line system also has been widely recommended, he noted.

Waleran's View

Lord Waleran, a radio manufacturing company executive, said he backed English technicians and engineers on the 405 line system, which he felt "still capable of a great deal of development."

On that subject, Lord Foley thought 405 lines "lends itself most easily to color television" and felt the government was right in holding to it. "If the number of lines were changed, every receiver in use would become obsolete overnight," he asserted.

Earl Lucan, noting that BBC is conducting research into the color television principles and definition standards, said his evidence indicates that "the standard of our pictures is in no way inferior" to those in the U. S.

"Recent work by the BBC has confirmed the impression, not only that the 405-line system is the most economical, but that under prevailing conditions it gives better results than could be obtained with a greater number of lines," he declared.

Expanding Coverage

Earl Lucan said the TV service was being pushed ahead and it was hoped that by the end of 1954 television would be available to 80% of the population. The BBC, he continued, was studying plans for extending coverage to the other 20%.

On the question of sponsored television programs, Earl Lucan reported that the Beveridge Committee now has this point under consideration. He told the peers also that a BBC team soon is going to the French north coast to transmit pictures to England, and if successful, it is hoped to extend to Paris.

DR. F. A. KOLSTER
Pioneer Inventor Dies

DR. FREDERICK AUGUST KOLSTER, 67, pioneer engineer and inventor, died last Monday in San Francisco.

Dr. Kolster's latest invention was a new improved television antenna and he was working on still another model at the time of his death. His best known contribution to the radio field was his work in developing the radio compass and radio direction-finders, for which he won national acclaim. His daughter, Muriel Kolster of San Francisco, has worked with him in the radio field in recent years.

Funeral services were held last Thursday in San Francisco. Burial followed at Mesa Cemetery in Palo Alto, where his wife, who died 10 years ago, also is buried. Besides his daughter Muriel, he is survived by another daughter, Mrs. Alan Michaels of Marysville, Calif.

DuMONT REPORTS
Increase in Net Profits

INCREASES in net profits of 57%, and in sales of 45%, for the Allen B. DuMont Labs during the first 24 weeks of 1950, as compared to a like period last year, were announced by Dr. Allen B. DuMont, president, last week.

The net profit was $2,797,000, after tax and network loss deductions, and equivalent to $1.16 a share on the 2,358,466 common shares outstanding as of June 18, 1950. Last year's figure was 83 cents a share.

PHONEVISION HIT
Halpern Attacks Economics

DETAILED attack on the economics of Zenith Radio Corp.'s Phonevision and similar pay-as-you-see home TV systems which would feature top run movie fare was made Friday by Nathan L. Halpern, TV consultant to Theatre Owners of America and other movie interests.

Speaking before the Southern California Theatre Owners Assn. at Los Angeles, Mr. Halpern said Phonevision revenue would be only one-fourth to one-sixth the average cost of most current "A" pictures, "a sure one-way ticket to the poorhouse for Hollywood." He said the "plain facts are that Phonevision would bankrupt Hollywood's major film production and its associated talent and skilled crafts" because of limited profit potentials.

Mr. Halpern indicated that "theatre television presents the most natural and logical television potential for the motion picture industry. Theatre television has a television future for all segments of the motion picture industry."

If the movie industry were to stand still without making technological advances such as theatre TV, it would be hurt by the constant growth of home TV, Mr. Halpern indicated.

Attacks Price Rise

UNWARRANTED price increases in the cost of television sets are strongly opposed by Ross D. Siragusa, president of Admiral Corp. "Cost increases of component parts do not, in our opinion, warrant a price increase at this time and we will maintain our present structure as long as possible," he maintained. Mr. Siragusa went on to say that price raises at a time like this without sound justification are an "evil thing." This pertains not only to the television industry but for all industry in general, he said.

SET PRICES UP
For DuMont, Emers

INCREASES in TV receiver se prices were announced last wee by Emerson Radio & Phonogra Corp. and by the Allen B. Du Mont Labs.

Emerson' president, Benjam Abrams, revealed increases of fro 3 to 16% at factory levels in th entire TV line.

Increases up to 10% in all cur rent DuMont models, effecti Sept. 1, were announced by Walte L. Stickel, DuMont national sal manager.

Both announcements blame price increases in set componen and said an effort would be mad to hold to the new prices as lon as possible despite shortages some electronic parts.

Mr. Abrams said existing Eme son prices, established in June t stimulate consumer buying, wer then announced as "interim price and warning was given that the would shortly be increased. E said the new Emerson prices wer still 10 to 15% below those of com petitive sets.

Mr. Stickel said "there is ever reason to believe" that the trend "substantial price increases" in se components would continue. But h promised every effort by DuMo to "insure stability beyond th Sept. 1 date for the remainder the year."

COLUMBIA DRIVE
TV Promotes Pictu

COLUMBIA PICTURES used tele vision in a 10-day campaign t promote its movie "711 Oce Drive" in two cities—New Yo and Los Angeles—resulting in r portedly the biggest New Yo Paramount movie opening sin January and in Los Angeles th biggest opening at the Hill Stre and Pantages theatres since Easte

Approximately 175 spots we used in New York on all seven st tions for 10 days before the ope ing date of the movie. The TV cam paign was supplemented with newspaper campaign.

More than $10,000 was spent the video campaign.

XUM

Spot TV Film Sales

(Continued from page 47)

competition with networks was clearly stated last week by Mr. Katz.

"This technique will enable spot broadcasting to compete for large (advertising) appropriations that heretofore have been exclusively devoted to networks," he said.

In most instances, Mr. Katz said, both advertisers and stations will benefit financially from choosing a spot television program as against a network show.

Although he said he did not have precise figures at hand, he thought that a general observation could be made that it would cost an advertiser from 10 to 12% less to buy a film program and place it on a spot basis than to line up a network show on the same stations.

The increase in net revenue to stations would be even more inviting, Mr. Katz said. The most a network affiliate can hope to net out of a network commercial program is about 30% of its card rate, said Mr. Katz. From a program placed through its representative on a national spot basis, the station gets about 72% of its card rate. This figure is reached by the progressive subtraction of 15% agency commission and 15% representatives' commission from the station's rate.

Because of the financial inducements for stations to schedule spot programs in preference to network shows, Blair, Free & Peters and Katz foresee little difficulty in obtaining desirable schedules for spot programs.

The three representative firms already have obtained sales rights to two film series, "Sherlock Holmes" and "Shadows of the Mind," both of which are owned by Dryer & Weenolsen Productions Inc. The films are to be produced in England.

Although Blair-TV, Free & Peters and The Katz Agency announced they had agreed "to make available a sizable fund to be used for the development of sales aids to promote the sales of the properties acquired," they said they would not take any commissions for handling the programs. The only revenue they will derive from the sale of the films is that which any other representative participating in the sale will obtain—commission on the sale of the time to whichever of his stations is bought for the telecasts.

Under the proposed system, stations will be asked to guarantee schedules in order to participate in the plan, in short, to promise that the program will be telecast at a precise period on a regular basis. This may not constitute "option time" in its strictest definition, but the procedures are not too distantly related.

Spokesmen for Blair, Free & Peters and Katz said that "most" of the total of 31 stations represented by the three companies had already agreed to "guarantee certain periods of their own time to accommodate such business."

The tri-company program sales campaign is being coordinated by Wells H. Barnett Jr. for Blair-TV, Jack Brooke for Free & Peters, and Ed Codel for The Katz Agency.

The announcement of the new set-up was jointly made by William H. Weldon, president of Blair-TV; H. Preston Peters, president of Free & Peters, and Mr. Katz.

LEE TV PLANS

Will Continue Applications

PERMISSION to continue prosecution of long-pending applications for expansion of television activities was granted last week to the estate of Thomas S. Lee by Los Angeles Superior Judge Newcomb Condee at the request of Public Administrator Ben H. Brown.

Original applications had been filed with FCC before the death of Thomas Lee last Jan. 13. And permission was asked to move KTSL (TV) Hollywood facilities from Mt. Lee to Mt. Wilson. Request also included the permanent license replacing the experimental one under which the station now operates. In addition, application has been filed with FCC for a San Francisco TV station.

Under Judge Condee's ruling, Mr. Brown is empowered to continue incurring expenses for furtherance of the applications.

WOIC SALE

Approved by FCC

CONSENT was granted by FCC last week to the $1,400,000 sale of WOIC (TV) Washington to the *Washington Post*-controlled WTOP Inc., licensee of WTOP-AM-FM there [TELECASTING, July 3, June 26]. This is the largest TV station transaction to date.

WOIC was given up by General Teleradio, subsidiary of R. H. Macy & Co. and operator of WOR-AM-FM-TV New York. General Teleradio told FCC it wished to dispose of the Washington video outlet in order to devote more time to its TV interest in New York, WOR-TV.

WTOP Inc. is owned 55% by the *Post* and 45% by CBS, but the *Post* exercises complete control with Publisher Philip L. Graham acting as voting trustee for the network.

It is expected that WOIC will become WTOP-TV and will be operated in conjunction with WTOP under the management of Vice President John S. Hayes, general manager of the AM and FM facilities.

WOIC's History

WOIC, on Channel 9 (186-192 mc), commenced operation in January 1949 and is affiliated with the CBS-TV network. WOIC manager Eugene S. Thomas, for a while considered the most likely nominee to succeed Maurice B. Mitchell as head of BAB, returns to the WOR organization in New York to head television operations there [BROADCASTING, July 24]. Mr. Mitchell, who leaves BAB to join NBC in an executive sales position, formerly was commercial manager of WTOP.

FCC Chairman Wayne Coy, onetime head of the *Post's* radio activities, did not take part in the Commission action approving the sale of WOIC.

Approval of the sale brings to a conclusion the long efforts of WTOP Inc. to secure a television outlet. Prior to FCC's current freeze, WTOP Inc. petitioned the Commission for allocation of Channel 12 to Washington for which it planned to apply.

ELECTRO VOICE Inc., Buchanan, Mich., has issued bulletin describing high gain, self-tuning Tune-O-Matic TV booster. Copies of bulletin, No. 158, may be obtained by writing firm.

SPORTS USE

Batson Cites TV Value

A "GREEN-BACKED promotional opportunity" is in store for sports executives who have "conquered their natural but unwarranted fear of television" and appreciated the evidence of its stimulating effect on gate receipts.

That observation was offered last week by Charles A. Batson, NAB director of television, in an address Wednesday at the annual convention of the International Assn. of Auditorium Managers meeting in Grand Rapids, Mich.

"Television's unique ability to transport thousands of people miraculously from their living rooms into your auditorium—but not quite—strikes a responsive chord which can definitely make the turnstiles click," he told delegates.

Mr. Batson supported this contention by citing a study of TV's effect upon attendance at football games played last year in Los Angeles Coliseum—a study, he added, which may not have been entirely favorable to video on the surface. He noted that 50% of the people reporting they had attended for the first time volunteered that their interest had been whetted by televiewing of the games.

Quotes Sports Survey

The NAB TV director also quoted figures and conclusions drawn in the famous Jordan Study, which gave an exhaustive analysis of TV's effect on sports attendance [TELECASTING, May 22]. He termed the report "an excellent piece of work for which the television industry has the greatest appreciation and respect."

Referring to an AP report last week showing a 12% decrease in major league baseball attendance, Mr. Batson noted that the three teams reporting heaviest receipts all have television, while Pittsburgh — the largest attendance loser in the N. L.—does not permit it.

WBZ
BOSTON
50,000 WATTS
WBZ-TV
WBZA
SPRINGFIELD MASS.
WESTINGHOUSE RADIO STATIONS Inc

More advertisers spend *More* money to sell *More* merchandise to *More* people on

WLW-TELEVISION

than on any other three TV stations in the WLW-Television market – 2nd largest in the midwest.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

Simple Arithmetic!

in the great MIAMI market area 13 AM STATIONS DIVIDE 121,000 RADIO HOMES

but THE ONE EXCLUSIVE TV STATION HAS 30,000 FAMILIES ALL TO ITSELF

Programmed by all four major networks

WTVJ Channel 4 miami

YOU CAN SELL MORE ON Channel 4 IN MIAMI

STOP LOOK LISTEN

FREE and PETERS Natl Representatives

telestatus

WFIL-TV Issues New Ra

(Report 122)

WFIL-TV Philadelphia, last week announced a new rate card, effective Aug. 1.

The station points out that the new card, Rate Card No. 7, makes no increase in general studio rates and that the film rate has been eliminated and the spot announcement rate increased.

A one-time, hour in Class A time (7-10:30 p.m., Monday through Friday; 1-10:30 p.m., Saturday and Sunday) is set at $700. In Class B time (5-7 p.m., Monday through Friday; 10:30-11 p.m., Monday through Saturday) an hour on a one-time basis becomes $560. Class C time (all other times) is set at $420 for a one-time, hour.

Announcements, 1-minute and 20-seconds (film or slide), in Class A time become $150 on a one-time basis. Similarly Class B announcements will be $112.50 and Class C $70.

Six months protection is given to present advertisers on the station.

* * *

ARB Announces July TV Ratings in Four Cities

FOUR-CITY television audience report released last week by American Research Bureau, Washington, showed *Toast of the Town* as having the largest audiences in New York, Philadelphia, Baltimore and Washington. The survey covered the week of July 8 to 15 with information being secured from specially designed "viewer diaries" placed in a cross section of 500 homes in each city.

Leading programs in the four cities were reported by American Research Bureau as follows:

NEW YORK	
1. Toast of Town	44.4
2. Philco Playhouse	35.0
3. Godfrey and Friends	33.3
4. Original Amateur Hour	24.2
5. Alan Young Show	24.1
6. Childrens' Hour	24.0
7. All-Star Baseball Game	23.5
8. Starlight Theatre	22.0
9. Stop the Music	21.2
10. Prize Performance	21.0
PHILADELPHIA	
1. Toast of Town	36.9
2. Hopalong Cassidy	34.7
3. Godfrey and Friends	34.3
4. Cavalcade of Stars	33.2
5. Wrestling (WFIL-TV)	33.2
6. TV Digest Theatre	30.3
7. Philco Playhouse	30.0
8. Cavalcade of Bands	29.3
9. Orig. Amateur Hour	28.8
10. The Lone Ranger	28.3
BALTIMORE	
1. Toast of Town	48.9
2. Philco Playhouse	40.4
3. Orioles Baseball	38.0
4. Godfrey and Friends	36.4
5. Stop the Music	32.9
6. Wrestling (WAAM)	30.5
7. The Lone Ranger	26.9
8. Super Circus	26.7
9. Wrestling (WMAR-TV)	26.7
10. Wild West Theatre	25.9
WASHINGTON	
1. Toast of Town	42.3
2. Godfrey and Friends	38.2
3. Philco Playhouse	37.7
4. Hopalong Cassidy	37.3
5. Hollywood Movie Hits	36.7
6. Cinema Playhouse	35.8
7. Senators Baseball	31.4
8. Super Circus	30.0
9. Kraft TV Theatre	28.9
10. All-Star Baseball	28.2

New York Area TV Sho Ranked by Nielsen

NEW YORK AREA Nielsen television ratings released last week showed *Godfrey's Talent Scouts* as the top program for the four weeks ending July 8. The Top 10 evening, once-a-week programs as reported by A. C. Nielsen Co. were:

Programs	Nielsen TV-Rating Homes %	% TV Homes (At Telecast Time) TV %
Godfrey's Talent Scouts	36.5	55.6
Toast of the Town	34.7	45.3
Philco TV Playhouse	29.4	54.1
Studio One	25.2	59.0
Martin Kane	24.4	52.9
Lights Out	23.7	58.2
The Goldbergs	23.7	64.6
Godfrey & Friends	23.4	46.1
The Trap	21.1	54.9
Man Against Crime	20.5	48.7

Copyright 1950 by A. C. NIELSEN CO.

Greyhound Campaign

GREYHOUND Bus Lines Terminals & Subsidiaries, through Beaumont & Hohman, Chicago, is preparing a series of TV film commercials for sale to individual Greyhound companies throughout the U. S. Local firms will buy the time. Release will tie in with a national campaign slated to start Sept. 15.

Weekly Television Summary— July 31, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,550
Ames	WOI-TV	11,453
Atlanta	WAGA-TV, WSB-TV	49,263
Baltimore	WAAM, WBAL-TV, WMAR-TV	178,240
Binghamton	WNBF-TV	18,000
Birmingham	WAFM-TV, WBRC-TV	17,500
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	405,068
Buffalo	WBEN-TV	101,678
Charlotte	WBTV	19,210
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	519,086
Cincinnati	WCPO-TV, WKRC-TV, WLWT	136,000
Cleveland	WEWS, WNBK, WXEL	244,788
Columbus	WBNS-TV, WLWC, WTVN	74,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	59,385
Davenport	WOC-TV	14,130
Quad Cities Include Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	71,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	265,000
Erie	WICU	37,650
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	59,385
Grand Rapids	WLAV-TV	35,337
Greensboro	WFMY-TV	13,235
Houston	KPRC-TV	29,321
Huntington-Charleston	WSAZ-TV	13,679
Indianapolis	WFBM-TV	62,500
Jacksonville	WMBR-TV	11,000
Johnstown	WJAC-TV	24,200
Kalamazoo-Battle Creek	WKZO-TV	31,024
Kansas City	WDAF-TV	37,600
Lancaster*	WGAL-TV	51,159
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	596,673
Louisville	WAVE-TV, WHAS-TV	34,
Memphis	WMCT	40,6
Miami	WTVJ	31,
Milwaukee	WTMJ-TV	119,
Minn.-St. Paul	KSTP-TV, WTCN-TV	100,
Nashville	....	5
New Haven	WNHC-TV	81,
New Orleans	WDSU-TV	28,7
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,435,
Newark	WATV	Inc. in N. Y. estima
Norfolk	WTAR-TV	21,
Oklahoma City	WKY-TV	32,
Omaha	KMTV, WOW-TV	25,
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	520,
Phoenix	KPHO-TV	12,
Pittsburgh	WDTV	108,
Portland, Ore.	....	9
Providence	WJAR-TV	65,
Richmond	WTVR	37,
Rochester	WHAM-TV	44,
Rock Island	WHBF-TV	14,1
Quad Cities Include Davenport, Moline, Rock Island, East Moli		
Salt Lake City	KDYL-TV, KSL-TV	19,
San Antonio	KEYL-TV, WOAI-TV	20,
San Diego	KFMB-TV	47,
San Francisco	KGO-TV, KPIX, KRON-TV	65,
Schenectady	WRGB	87,
Albany-Troy		
Seattle	KING-TV	38,
St. Louis	KSD-TV	140,
Syracuse	WHEN, WSYR-TV	49,
Toledo	WSPD-TV	49,
Tulsa	KOTV	31,
Utica-Rome	WKTV	17,
Washington	WMAL-TV, WNBW, WOIC, WTTG	143,
Wilmington	WDEL-TV	37,

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 6,643,

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric compan and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.

THIS MONTH
JULY
MONDAY
31
JULY
NEXT MONTH
AUGUST
Memo-To TV Time Buyers:
In Dayton Ohio
Most Dials Stay Tuned
to WHIO-TV
"Dayton's FIRST TV Station"

PULSE for June shows NINE of TOP TEN television shows telecast once a week in Dayton are on WHIO-TV.

PULSE reports FIVE of TOP TEN television shows broadcast more than once a week in Dayton are on WHIO-TV.

PULSE shows that on the average, more Dayton televiewers watch WHIO-TV from 2 P.M. to 4:15 P.M. and 7 P.M. to 11:30 P.M., Monday through Friday, and from 1:30 P.M. to 9:15 P.M. on Sunday than any other television station.

With over 90,000 sets in the WHIO-TV area, and with a one minute Class A spot budgeting at only $36.00 (52 time rate)—it's easy to see why you can sell more people at a lower cost per viewer when you use WHIO-TV.

PLEASE ASK FOR ADDITIONAL DATA

Represented Nationally by
The George P. Hollingbery Co.

CHANNEL 13
whio-tv ·AM ·FM
DAYTON, OHIO

News • Sports • CBS, ABC, DuMont Best Shows

Affiliated with The Dayton Daily News and Journal-Herald

VIDEO-RADIO ECONOMY ROLE

Contributes $276 Million to '49 National Income

RADIO and television accounted for $276 million of a national income of $216.831 billion by industrial origin in 1949, according to the *Survey of Current Business* national income number released last week by the U. S. Dept. of Commerce.

The report shows that radio-TV income in 1949 was $19 million over that of 1948 and $169 million over the figure for 1942. In wages and salaries, the two industries paid out $219 million in 1949, against $199 million in 1948 and $72 million in 1942.

In a supplementary report, the survey reveals that radio-TV took in an additional $7 million last year. Before Federal, state income and excess profits taxes, corporate income for both totaled $50 million in 1949. After taxes, radio-TV had an undistributed corporate income of $21 million.

Employment Up

Number of fulltime employes in both fields was 49,000, as compared to 47,000 in 1948 and 27,000 in 1942. Average annual earnings per fulltime employe in 1949 were $4,469 as against $4,234 in 1948 and $2,667 in 1942.

In 1949 there were 50,000 persons engaged in production by these industries, an increase of 2,000 over 1948 and 26,000 over 1942.

In an overall comment on the current business situation, the Commerce Dept.'s Office of Business Economics said the business upswing continued in June, and with this extension of the cyclical advance, employment climbed to a near-high record during the month.

"With the basic income flow rising due to increases in compensation of employes and in proprietors' income," the survey stated, "consumers maintained their purchases of nondurable goods, while purchasing larger quantities of automobiles, new houses and housefurnishings which are being financed by a large and rising volume of credit."

LAUDS GOULD

Sen. Johnson Praises Writer

SEN. ED C. JOHNSON (D-Col.), who previously found himself dressed down by Jack Gould, radio editor, for "issuing communiques on what (FCC) should or should not do in highly technical matters" [TELECASTING, Feb. 13], last week lauded the *New York Times* feature writer for "a timely, hard-hitting article" on radio and TV crime shows.

Sen. Johnson, who qualifies as FCC's chief critic on Capitol Hill, inserted in the *Congressional Record* a July 16 article by Mr. Gould deploring quantity and quality of crime stories broadcast during hours accessible to children. Sen. Johnson praised it for "merit and interest."

WBAL AID

For Defense Planned

WBAL-AM-TV Baltimore, Md., last week geared to meet the needs of military and civilian defense authorities by launching "emergency" programming to keep the public fully informed.

Programming is stressing civil defense education and information by key civic, governmental and military figures. The AM and TV outlets currently are campaigning on an overall pattern of war effort information to help strengthen the Mid-Atlantic area.

In pursuit of that effort, the number of newscasts has been increased materially, and all personalities on local programs are cooperating to assist Red Cross officials in demands for blood bank supplies. WBAL also has proposed a mammoth "Power of Prayer" day broadcast to be held in mid-September with cooperation of various religious, civic and government organizations.

upcoming

NAB District Meetings

Aug. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Aug. 21-22: Dist. 15, San Carlos Hotel, Monterey, Calif.

Aug. 24-25: Dist. 16, Roosevelt Hotel, Hollywood.

Sept. 7-8: Dist. 13, Plaza Hotel, San Antonio.

Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.

Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.

Sept. 18-19: Dist. 7, Terrace Plaza Hotel, Cincinnati.

Sept. 21-22: Dist. 9, Northernaire Hotel, Three Lakes, Wis.

Sept. 25-26: District 11, St. Paul Hotel, St. Paul.

Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.

Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.

Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.

Oct. 9-10: Dist. 1, Somerset Hotel, Boston.

Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.

Oct. 30-31: Dist. 5, Ansley Hotel, Atlanta.

Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Aug. 18: Arkansas Associated Press Broadcasters, Hot Springs, Ark.

Aug. 28-30: Canadian Assn. of Broadcasters director meeting, Jasper Park Lodge, Jasper, Alta.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Sept. 8-9: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.

Sept. 25-27: 41st Annual Meeting Assn. of National Advertisers, Drake Hotel, Chicago.

Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.

Sept. 30-Oct. 7: Canadian Radio Week.

Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.

Oct. 6-7: Ohio State U.'s annual advertising and sales promotion conference, Columbus.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.

TRENDEX INC.

New Rating Firm Includes T

TWO EXECUTIVES of C. E. Hooper Inc. have left the company to form their own program rating service, Trendex Inc., which will conduct radio and television program ratings services based on the coincidental telephone technique.

The two are E. G. Hynes J former assistant to Ward Dorrell, Hooper vice president in charge of station relations, and R. B. Rogers, former assistant to C. E. Hooper, president. The first project to be undertaken by the new company is regular publication of monthly ratings reports on network television, the organizers of the firm said.

The television report, to be limited to interconnected network markets, will include program ratings, sets in use, share of audience. Four times a year sponsor identification ratings will be added, and four times a year audience composition figures will be shown. The report will be issued on the 15th of each month, based on interviewing during the first week of the month.

The new company will provide such special surveys as may be requested by clients, its founders said. Investigations of both radio and television can be conducted, they said.

Reports on the network television programs planned by Trendex will differ in some detail from those formerly issued by C. E. Hooper Inc. before Mr. Hooper sold his network rating business to A. C. Nielsen Co.

Hooper TV network reports lumped together both interconnected cities and those whose network programs were on kinescope. They also showed composite ratings that were the average of two broadcasts. The Trendex reports, based on a single week's interviewing, each will be confined to one broadcast.

For the time being the Hooper organization is continuing to gather its network television information but it is passed on to the Nielsen Co. for distribution.

Headquarters of Trendex have been opened at 347 Madison Ave., New York. Telephone: MU 3-265

WESTERN LEADER IN TELEVISION

KDYL-TV
NBC NETWORK
CHANNEL 4
Salt Lake City, Utah

National Representative: John Blair & Co.

SPECIAL TO THE TELEVISION INDUSTRY
AND ALL RELATED PROFESSIONS
The most complete DIRECTORY ever compiled for TV

New national television directory 1950-51

big clothbound 120-page volume

- Contains over 10,000 names—locations—titles & program connections.
- Classified for easy reference.
- Lists Agencies—sponsors—producers—talent—agents.
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only $5.00

5 DAY MONEY BACK GUARANTEE

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RESERVE YOUR COPY NOW!

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national television directory
20 east jackson boulevard
chicago

5 DAY TRIAL OFFER
MONEY BACK IF NOT SATISFIED

GE Color

(Continued from page 47)

Electric vice president and general manager of the GE Electronics Dept., in a letter to FCC Chairman Wayne Coy disclosed the new system was evolved by Robert B. Dome, consultant in the GE receiver division, who has been a GE engineer since 1926 and has worked on television receivers since 1934 except for the war period. Copies of his letter were sent to the other Commissioners.

Dr. Baker said he recognized "it is rather late to submit for consideration a new system of color television. Unfortunately, however, research and development cannot be scheduled, otherwise we would have presented the system at the recent hearing. In any event, the . . . system . . . appears to have such outstanding potential advantages as to justify serious consideration even at such a late date."

The GE executive stated his firm's system "has very important advantages both technically and economically." He indicated it has been "critically studied by our organization and others" and "appears to be technically sound."

"We have not had time to make complete tests on this system," Dr. Baker explained, adding, "However, we have just completed tests to prove what seemed to be critical points." He indicated at present "the major effort of our laboratory is directed to the development" of the new system.

GE indicated existing standard monochrome TV transmitters with some modification could transmit the frequency interlace system. It was pointed out that because the more complex and sensitive equipment components were confined to the transmitter, more reliable and simpler receivers were possible.

Possible Disadvantages

Some possible disadvantages cited by GE for its system were: Requirement of either more accurate receiver alignment and tuning or effective automatic gain control on each color; possible color fringing due to differential time delay in propagation between color carrier frequencies; full 4 mc bandwidth is required for relaying in color; possible "second-order" color fringing due to incomplete "physiological filtering" by the eye in viewing rapidly moving objects.

Physiological filtering, or the viewer's eye's persistence of vision, was termed a second unique feature of the GE system aside from its fundamental frequency interlace concept. Physiological filtering is the means used for separating the color signals transmitted in interlaced "bunches" of frequencies.

"Analysis shows that two such frequency-interleaved signals are always displaced from each other approximately by an odd multiple of half the line-scanning frequency," GE explained. "Then if a composite of such signals is applied to a picture tube grid, it can be shown that their relative polarities reverse at the usual frame frequency of 30 c.p.s. Thus, if arrangements are made so that only two color-signals are applied simultaneously to one picture tube grid, the undesired signal will alternately add and subtract from the desired signal at frame frequency and its effect will be essentially filtered out physiologically, i.e., by the persistence of vision in the viewer's eye."

GE explained that with application of the two "fundamental principles of frequency interlace and 'physiological filtering', many promising forms of color television systems can be envisioned." The one suggested by GE specifies that a green signal, to which mixed highs have been added, is transmitted in the usual 4 mc bandwidth. Red and blue subcarriers are modulated respectively by red signals of 1 mc bandwidth and blue signals of 0.2 mc bandwidth, displaced from each other far enough in frequency so that red and blue can be separated by conventional filter circuits, GE pointed out.

These subcarriers are so displaced with respect to the green carrier (i.e. by odd multiples of half the line-scanning frequency) that they each can be divorced from green by physiological filtering, GE told the Commission. GE noted it has been estimated that 46% of the spectrum space between harmonics of the line frequency are unused.

GE told FCC existing monochrome sets without modification could pick up the green signal as a black-and-white picture while GE color sets also could reproduce monochrome pictures from a standard black-and-white transmission.

Ontario Censorship

THE ONTARIO Motion Picture Censor Board plans a meeting this fall of all Canadian motion picture censors and those from the United States bordering on Ontario, on the problem of telecasting motion pictures. Many pictures, which have not passed the Ontario movie censors, are now being seen in Ontario homes, close to border areas, by means of TV from U.S. stations.

WPIX EMPIRE UNIT

To Begin Work in Sept.

WPIX (TV) New York will begin construction of its $160,000 transmitter installation atop the Empire State Bldg. in September, according to Tom Howard, WPIX chief engineer supervising the project.

The new installation will include an $88,500 model TT5-A transmitter, 24-element super gain TV antenna array, diplexer, monitoring and microwave relay equipment, and 13 racks for auxiliary equipment. Transmission from the new location is expected to begin within five months, Mr. Howard said.

Breider Joins Ziv

ART BREIDER, former sales manager of Canada Dry Bottling Co., Cincinnati, joins the sales staff of Ziv Television Programs Inc., with headquarters in Cincinnati.

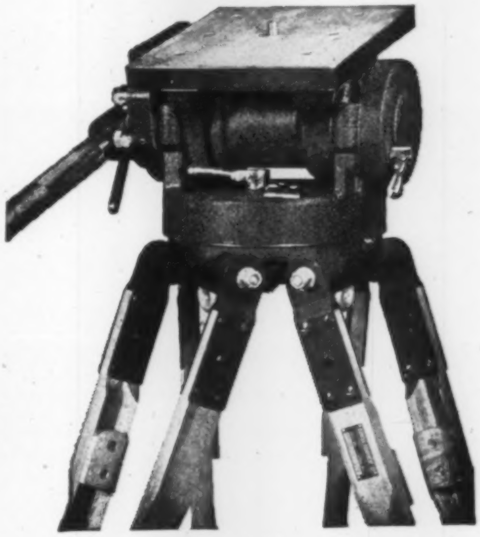
Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.



Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER

CAMERA EQUIPMENT CO.

1600 BROADWAY NEW YORK CITY

July 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WKBI St. Mary's, Pa.—License for CP new AM station.

Modification of License

WARC Rochester, N. Y.—Mod. license to change studio from Sheraton Hotel, Rochester to 2670 Clinton Ave., S. Brighton, N. Y.

License Renewal

WUOM Ann Arbor, Mich.—Request for license renewal noncommercial educational FM station.

Modification of CP

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station for extension of completion date to 2-15-51.

TENDERED FOR FILING

AM—560 kc

WOOF Dothan, Ala.—CP AM station to change from 560 kc 1 kw D to 560 kc 5 kw D.

AM—1410 kc

WTIM Taylorville, Ill.—CP to replace expired CP for new station on 1410 kc 1 kw D.

FCC actions

JULY 21 to JULY 27

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

July 24 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KVAS Astoria, Ore.—Designated for hearing at Washington Jan. 5, 1951, application for mod. CP to change frequency from 1050 to 1240 kc and from D to unl. with 250 w; made KGY Olympia, Wash., party to proceeding.

KULP El Campo, Tex.—Designated for hearing at Washington on Jan. 8, 1951, application to change facilities from 1390 kc 500 w D. to unl. time operation using 100 w N, 500 w day, on same freqeuncy.

Modification of CP

KIUP Durango, Col.—Granted mod. CP to make changes in DA system and change trans. location (930 kc 1 kw unl. DA-N), eng. cond.

Hearing Designated

KVOL Lafayette, La.—Designated for hearing at Washington on Jan. 10, 1951, application for mod. CP which authorized change of frequency from 1340 kc to 1330 kc and power from 250 w to 1 kw, to increase daytime power to 5 kw, decrease height of south ant. tower, change type trans. and change towers from shunt fed to series fed; made KXYZ Houston, Tex. and KOLE, Port Arthur, Tex. parties to proceeding.

WAGA Atlanta, Ga.—Designated for hearing at Washington on July 24, application for CP to change from 590 kc to 550 kc and change ant. system and trans. location; amended Commission order of May 12 to include WAGA in consolidated proceeding with WPAQ Mt. Airy, N. C.

Modification of CP

KNOE Monroe, La.—Granted mod. CP to make changes in DA (1390 kc, 5 kw, DA-N, U); cond.

Petition Denied

WVOW Logan, W. Va.—Denied petition and designated for hearing at Washington on Jan. 15, 1951, application for mod. of CP to increase N power from 1 to 5 kw and make changes in ant. system; made KOIL Omaha, WKNE Keene, N. H., WNBF Binghamton, N. Y., KTRN Wichita Falls, Tex., KRGB Weslaco, Tex. and WHIO Dayton, Ohio, parties to proceeding.

Modification of CP

WCAP Lawrence, Mass.—On petition removed from hearing and granted application for mod. CP to move main studio and trans. of WCAP (formerly WABW) from Lawrence to Lowell, Mass.

Hearing Designated

KXRN Renton, Wash. — Designated for hearing in Washington Jan. 8, 1951, application for CP to change frequency from 1220 kc to 1230 kc and change time of operation from day to sharing with KTW Seattle, and made KTW party to proceeding.

SSA Denied

KPET Lamesa, Tex.—Denied application for SSA to operate from 8 p.m. to 12 p.m. July 22. (on 690 kc, 250 w D).

Hearing Designated

Sky Way Bcstg. Corp., Columbus, Ohio and Athens Bcstg. Co., Athens, Ohio—Designated for hearing in a consolidated proceeding at Washington on Jan. 18, 1951, application of Sky Way and that of Athens both requesting new stations to operate on 1580 kc, 1 kw, daytime only, with DA at Columbus.

Rollins Bcstg. Inc., Georgetown, Del. and Elizabeth Evans, Seaford, Del.—Designated for consolidated hearing at Washington on Jan. 22, 1951, application of Rollins to operate on 900 kc 1 kw D only, with that of Elizabeth Evans for same facilities.

CP Granted

KXLA Pasadena, Calif.—On petition, removed from hearing and granted CP to change daytime DA pattern, trans. equipment and trans. location (geographical coordinates only), cond.

Extension Granted

WBMS Boston—Granted extension to Aug. 15, to determine whether or not hearing will be desired in connection with application for extension of completion date for outstanding CP.

Following granted renewal of licenses for period ending Aug. 1, 1953: KEYE Perryton, Tex.; KLIZ Brainerd, Minn.; KMHL Marshall, Minn.; KTTS Springfield, Mo.; KWSL Lake Charles, La.; WBLK Clarksburg, W. Va.; WFOR Hattiesburg, Miss.; WFTL Ft. Lauderdale, Fla.; WIRA Ft. Pierce, Fla.; WLOW Portsmouth, Va.; WMGA Moultrie, Ga.; WRDO Augusta, Me.; WSAM Saginaw, Mich.; KCHS Hot Springs, N. Mex.; KCLA Pine Bluff, Ark.; KCOG Centerville, Ia.; KCOW Alliance, Neb.; KCOY Santa Maria, Calif.; KELD El Dorado, Ark.; KGFL Roswell, N. M.; KGVL Greenville, Tex.; KIUP Durango, Col.; KNOR Norman, Okla.; KOLN Lincoln, Neb.; KRKO Everett, Wash.; KSIM Sikeston, Mo.; KSTP Sand Point, Ida.; KSYL Alexandria, La.; KTEM Temple, Tex.; KTMC McAlester, Okla.; KTNM Tucumcari, N. M.; KTUC Tucson, Ariz.; KYAK Yakima, Wash.; WABY Albany, N. Y.; WARM Scranton; WBIZ Eau Claire, Wis.; WBOB Galax, Va.; WBTH Williamson, W. Va.; WCAW Charleston, W. Va.; WCBM Baltimore; WCOS Columbia, S. C.; WCTT Corbin, Ky.; WDAR Savannah; WDOS Oneonta, N. Y.; WDWS Champaign, Ill.; WELL Battle Creek; WEOA & aux. Evansville, Ind.; WEST Easton, Pa.; WGAP Maryville, Tenn.; WGBG Greensboro, N. C.; WGBR Goldsboro, N. C.; WGIL Galesburg, Ill.; WGTN Georgetown, S. C.; WHAL Shelbyville, Tenn.; WHDF Houghton, Mich.; WHUB Cookeville, Tenn.; WIDE Biddeford, Maine; WINC Winchester, Va.; WJZM Clarksville, Tenn.; WKWK Wheeling; WLCS Baton Rouge; WLLH Lowell, Mass.; WMAN Mansfield, Ohio.; WMIN St. Paul; WORD Spartanburg, S. C.; WPAY Portsmouth, Ohio; WRAK Williamsport; WRON Ronceverte, W. Va.; WSAU Wausau, Wis.; WSGC Elberton, Ga.; WSLB Ogdensburg, N. Y.; WSTC Stamford, Conn.; WTRR Sanford, Fla.; WPEN Philadelphia; WWJ Detroit.

Following FM licensees or permittees granted changes in facilities as shown:

KMAR Bakersfield, Calif.—Change ERP from 4 kw to 4.7 kw; ant. from 420 ft. to 440 ft.

WROV-FM Roanoke, Va.—Change ERP from 3 kw to 285w ant. from 1,700 ft. to minus 5 ft.

KTSA-FM San Antonio, Tex.—Change from 335 kw to 15 kw, ant. from 520 ft. to 310 ft.

WKYC Paducah, Ky.—Change from 32 kw to 31 kw, ant. from 490 ft. to 380 ft.

WFNS-FM Burlington, N. C.—Change from 2.3 kw to 2.8 kw, ant. from 290 to 250 ft.

KTOK-FM Oklahoma City, Okla.—Change from 43 kw to 4 kw, ant. from 445 ft. to 450 ft.

WIS-FM Columbia, S. C.—Change ERP from 2.75 kw to 1.3 kw.

KXYZ-FM Houston, Texas—Change ERP from 177 kw to 14 kw, and ant. from 525 ft. to 440 ft.

WGBA-FM Columbus, Ga.—Change ERP from 2.3 kw to 7.7 kw, subject to power of WGBA being determined by indirect method during construct of FM ant. and to new WGBA a resistance measurements being s mitted upon completion of constr tion.

WLAG-FM La Grange, Ga.—Cha ERP from 5.1 kw to 1.3 kw, and a from 375 ft. to 120 ft.

WSMB-FM New Orleans—Char ERP from 55 kw to 17 kw.

Cecil W. Roberts, Kewanee, Ill.- Granted petition of KMA Shenando Ia., and designated for hearing in Wa ington on Dec. 18 application of Ce W. Roberts for new station on 960 250 w D only; made KMA and WS South Bend, Ind., parties to procee ing.

Blake Bcstg. Co., Memphis, Tex.- Designated for hearing at Washing on Jan. 3, 1951, application for ne station on 1370 kc 250 w D.

July 24 Applications . . .

ACCEPTED FOR FILING

CP to Reinstate

KPOR Riverside, Calif.—Request CP to replace expired CP for new F station.

License for CP

WCNT-FM Centralia, Ill. — Licen for CP new FM station.

July 25 Decisions . . .

BY THE SECRETARY

WPNF Brevard, N. C.—Granted l cense new AM station 1240 kc 250 w u

KERB Kermit, Tex.—Granted licen new AM 600 kc 1 kw DA-D.

WOPT Scriba, N. Y.—Granted licen new AM station 1220 kc 1 kw D.

KBRC Mt. Vernon, Wash.—Grante license change power, hours of ope ation and install DA-N; 1430 kc 500 unl. DA-N.

WORK York, Pa.—Granted licen increase power and install new tran 1 kw-N 5 kw-LS, unl. on 1350 kc.

WILM Wilmington, Del.—Granted l cense change vertical ant., chang trans. location and install new trans.

WTCN - TV Minneapolis, Minn. - Granted license new commercial tele vision station 17.9 kw vis., 9.0 kw au 533 ft.

WRHC Jacksonville, Fla.—Grante assignment of CP to Radio Stati WRHC Inc.

National Bcstg. Co. Inc., area New York—Granted mod. license KA- to change frequencies to 26.11, 26. 26.25, 26.35 and 26.45 mc.

National Bcstg. Co. Inc., New York- Granted request to cancel licenses KA- 4072, KA-4668 and delete remote pick ups and dismiss applications for re newal of licenses.

NBC Chicago—Granted request cancel licenses KA-4672-4677-4678-4 4681 and delete remote pickups a dismiss applications for renewal of l censes.

National Bcstg. Co. Inc., San Fran cisco, Calif.—Granted request to canc licenses KA-4811, 4812, 4817, 4819, 4 and delete remote pickups and dism applications for renewal of licenses.

Roanoke Bcstg. Corp., Roanoke, Va.- Granted licenses for new remote pick ups KIA 609-10.

Peoria Bcstg. Co., Peoria, Ill.—Gran ed license change existing remote pick up KA-5548 153.05 mc; 30 w; F3 Emi sion—mobile area Peoria.

James Bcstg. Co. Inc., Jamestown N. Y.—Granted license new remo pickup KA-7163.

Don Lee Bcstg. System, San Fran cisco—Granted license change existin remote pickup KA-3055 26.43 mc; w; F3 emission—mobile area San Fra cisco.

Cleveland Bcstg. Inc., Cleveland- Granted CPs new remote pickups KQ 620, KA-7280.

Guy Gannett Bcstg. Services, Bango Me.—Granted CPs and licenses new re mote pickups KCB-372, KA-7273-7.

WPOR Portland, Me.—Granted CP install new trans.

WGIL Galesburg, Ill.—Granted CP install new trans.

(Continued on page 62)

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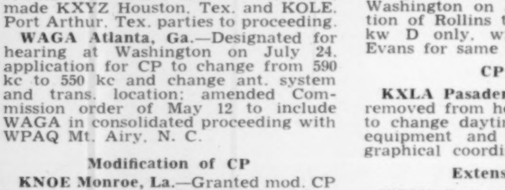

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film report

FOREST RANGERS Inc., Hollywood, new firm set up for production and distribution of series of 44 half-hour radio and TV series, based on adventures of forest rangers. Principals in corporation are **Eugene Woods**, president; **Stuart Reynolds**, executive vice president; **Leslie Thomas**, vice president in charge of television; **Herbert Lytton**, vice president in charge of radio; **Walter W. Faner**, secretary-treasurer. First of series scheduled for completion in mid-August.

Official Films Inc., New York, names **Lou R. Winston**, former owner of Radio Producers, as its western representative . . . **Five Star Productions**, Hollywood, currently producing television film spots for 12 different firms, included are three for **J. A. Folger & Co.**, for Folger's coffee; agency: **Grant Adv.**, Chicago; four for **Carnation Co.** (milk), **Erwin, Wasey & Co. Ltd.**; and one each for **Wembley Ties, Walker Saussy Adv.**, New Orleans, and **Heiss Hotels, Gardner Adv.**, St. Louis.

* * *

TV/films Inc., and **Television Cartoons Inc.**, N. Y. (TV film commercials and industrial motion picture producers), join forces at new location, 155 W. 46th St. . . . **WLAV-TV** Grand Rapids, Mich. received first **INS Super-Projectall** to come off production lines and has had it operating for past two weeks. **WSM-TV** Nashville, Tenn., has ordered immediate installation of Super-Projectall with expected test pattern operation by Sept. 1.

Jerry Fairbanks Productions, Hollywood, has completed arrangements with local wrestlers and promoters for syndicated TV film series of weekly wrestling matches from American Legion Stadium, Hollywood. Co-sponsor with Fairbanks organization is **Hollywood Post, American Legion.** Initial film has been completed. Regular filming scheduled for fall.

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Video International Inc., New York, announces appointment of **Lou Averbach** as general sales manager. Mr. Averbach was formerly with sales department of Paramount Pictures and served as assistant mid-eastern division sales manager for three years.

HITS BIG TEN BAN

Meck Says Games Will Suffer

"SECOND-STRING" rank is predicted for Big Ten football, which "de-emphasized" its position in the sport by prohibiting telecasts, John S. Meck, president of John Meck Industries and Scott Radio Labs., charged in Chicago last week.

After an analysis of the 1950 season's TV schedule, Mr. Meck said: "Now the Eastern and Southern schools which have been trying for years to get public attention from the Western Conference will find the job is easy. Millions of Americans every Saturday will watch these schools play and become fans, while relegating Big Ten games to reports on scoreboards."

He also foresees talented high school football players gradually being attracted to "schools with the biggest public support, and the Big Ten will lose the supply of talent it has always gotten," he said.

"The Big Ten will find that staying away from television will leave it farther behind the parade than it could ever be by having its games telecast. Its action in banning TV is like the towns that discouraged the automobile years ago—they suffered while the automobile's progress went on unabated."

He concluded by saying: "Big Ten officials, like all of us, will learn that television is here to stay, and we must find the best ways to make use of it instead of trying to pretend it doesn't exist."

Plan TV Outlet

GIFFORD PHILLIPS, president of KGHF Pueblo, Col., and TV applicant at Denver, last week announced he has authorized the KGHF management to begin engineering studies in preparation for filing for a new TV station in that city. Mr. Phillips, who also operates Teevee Film Co., Hollywood, had returned to Pueblo after an extended period on the Coast.

PHILCO Corp., Phila., has produced film on development of TV receiver which is available to interested groups.

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Richards

(Continued from page 28)

Truman as a "pipsqueak." He said Mr. Richards hung up in anger when he refused to carry out the instructions, but that nothing more was ever said about the incident.

Under cross-examination he said that because of "economic pressure" he gave KMPC officials a false report on an affidavit he filed with FCC.

Chester (Tiny) G. Renier, program director of KLAC Hollywood and formerly with KMPC in the same capacity, testified that "Mr. Richards exercised complete control over the newsroom," and that he had had "plenty of conversations with Mr. Richards over the telephone regarding editorials I should take from newspapers for the newscasters."

He said he recalled having a column by Westbrook Pegler included in a newscast and that Mr. Richards said it wasn't necessary to identify or credit it.

Newscasters constantly complained to him about telephoned instructions from the station owner, he said, asserting he told them to use their own judgment when Mr. Reynolds or the news editor was not available for double-checking.

General Manager Reynolds, he asserted, "always said to prepare and present good, fair and impartial newscasts."

Examiner Cunningham interjected at one point: "Did you believe that nothing displeasing to Mr. Richards must be broadcast on the station?"

Impartial Policy

Mr. Renier replied that when he joined KMPC Mr. Richards had told him he had difficulty hiring people who would carry out his instructions. "If Mr. Richards called me at my home after working hours I would try and carry out his orders, but would make every effort to check with Mr. Reynolds first."

During cross-examination by Mr. Fulton the witness was shown a "Manual of Operations of KMPC" which directed that news and controversial public issues be treated fairly and impartially. He told Mr. Fulton that, so far as he knew, the policy had been followed and had never been specifically countermanded by either Mr. Richards or Mr. Reynolds.

Former KMPC News Editor Vance Graham, now a disc m.c. with programs on KMPC and KFWB, testified KMPC's news items about OPA had been "not fair and impartial," even though former OPA Administrator Paul A. Porter—also one-time FCC chairman—had sent the station a letter of appreciation for assistance during the war.

The letter, produced by counsel for the Richards stations, thanked KMPC Manager Reynolds for assistance to the Los Angeles OPA office by "continually using our broadcasts" and providing broadcast equipment.

Mr. Graham said he knew nothing about the letter and that he could recall no "help" which KMPC ever gave the agency.

On direct examination he had testified that Mr. Richards told him to point out in news programs that prices went down after OPA controls were lifted and to give other "unfavorable" treatment to OPA.

Suggestions from Mr. Richards, he said, were considered instructions.

He said that when Henry Wallace was made an executive of a pin-manufacturing company he followed Mr. Richards' instructions to refer to him as "the pin head," and received some unfavorable "fan mail." To comply with Mr. Richards' wishes, he said, items about President Roosevelt were cut to a minimum.

Starrels Cross-Examined

Maurie Starrels, mortgage investment broker and former KMPC employe, was cross-examined at length on testimony he had presented the preceding week.

In connection with an earlier assertion that Mr. Richards had told him to present Howard Hughes "unfavorably" in newscasts, Mr. Starrels was shown six news and feature stories broadcast about Mr. Hughes. Mr. Starrels said he considered two of them "favorable" and four "not favorable."

In connection with testimony that Mr. Richards had ordered "unfavorable" treatment for Henry Wallace, Mr. Starrels said under cross-examination that none of the news scripts presented as evidence by Mr. Burns would be considered "unfavorable." The scripts had been prepared by Mr. Starrels during his employment by KMPC.

Mr. Burns also contended that items about Henry Wallace had not been preceded or followed by items about Communists, as Mr. Starrels claimed the station owner had ordered. "I can't vouch for the sequence," Mr. Starrels said. He also said he didn't recall "deliberately" omitting news favorable to Mrs. Eleanor Roosevelt.

Sustains Objections

Examiner Cunningham sustained an objection by FCC counsel when Mr. Burns asked whether membership in the Independent Progressive Party might have colored Mr. Starrels' interpretation of alleged instructions about "unfavorable" treatment of Mr. Wallace. Mr. Starrels did not concede he was a member of the Progressive party, though Mr. Burns claimed to have evidence of it.

In previous testimony Mr. Starrels had said he followed instructions to "play down" news about the fighting then going on in Palestine. Under cross-examination, he identified scripts which he prepared and broadcast during December 1947 and January 1948 containing a total of 44 items about the Palestine war. When Mr. Burns asked whether he realized 126 such items were broadcast by KMPC in a two-week period, Mr. Starrels said he didn't.

Pressed by Mr. Burns to say whether he ever wrote news scripts containing false information, he replied: "They were distorted, out of balance, and gave an untrue impression." He insisted, however, that his own political views did not affect his handling of news.

CERTIFICATE denoting Daniel W. Kops (l), WAVZ New Haven general manager and vice president, as "Jaycee of the Year" is awarded by Richard C. Lee, retiring president of the New Haven Junior Chamber of Commerce. Mr. Kops, also elected to the group's board of directors, was cited for efforts on behalf of the Hoover Report to reorganize the executive branch of the government.

HOLDS TO NARBA

Daytimers' Petition Denied

HOLDING that continued adherence to the so-called "Gentlemen's Agreement" with Mexico will be advantageous to the U. S. in forthcoming NARBA negotiations, FCC last week refused to allow daytimers to go fulltime on the Mexican channels involved.

The Commission denied or dismissed applications and petitions of the Daytimers Petitioners Assn. and six daytime licensees on Mexican 1-A channels who were seeking authority to use the channels fulltime. The requests had been pending for many months.

Under the "Gentlemen's Agreement," the U. S. agreed that with specific exceptions it would put no fulltime stations on six channels which were assigned under NARBA for priority use by Mexico (730, 800, 900, 1050, 1220 and 1570 kc). In return Mexico was to accord protection to certain U. S. channels.

The Agreement went into effect in 1941 simultaneously with NARBA. The Daytime Petitioners Assn. claimed that, since the bilateral treaty was not mentioned in the 1946 Interim Agreement which extended NARBA, it must be presumed to have expired in 1946. The NARBA Interim Agreement itself expired in March 1949 and negotiations for a new overall NARBA treaty are now in progress with sessions scheduled to resume Sept. 6.

ATLASS-WKOW

New Contract Filed With FCC

A NEW CONTRACT to clarify the status of Atlass Amusement Corp. as "expert consultant and adviser" to WKOW Madison, Wis., has been filed with the FCC.

The contract, replacing one signed April 13 to become effective June 1 [BROADCASTING, June 5], was prepared "as of June 1" and undertakes to make clear that Atlass shall render only consultative and advisory services, with control and direction of the station's affairs remaining in the hands of Monona Broadcasting Co., the WKOW licensee.

Like the earlier agreement, the contract is for a five-year term, subject to extension if Monona enters television, and provides for Atlass to be paid 50% of the licensee's net profit, before federal and state income taxes, and for Atlass or its nominees to have an option to buy up to 800 shares of 5% convertible, Class A stock of Monona at $30 a share. Option deadline is Nov. 30.

The contract provides that if the option is exercised and FCC approval of transfer is necessary or desirable, WKOW and Atlass shall prosecute the FCC application jointly.

Unlike the original contract, the new agreement omits references to recommendations by Atlass for employment of a general manager and sales manager. Since the first agreement, Michael Henry has been signed to a five year contract for the general managership at salary figures indicated in the original contract, starting at $9,500 a year plus 1% of net profits and progressing to $11,000 and 1% of net profits for his services in each of the fourth and fifth years. This contract is cancellable by either party on three months' notice, after nine months.

Atlass, a new firm, is headed by H. Leslie Atlass Jr., program director of WIND Chicago and son of the CBS Central Division vice president. John Carey, commercial manager of WIND, is vice president of the consulting company. The new contract was filed through the Washington law firm of Pierson & Ball and B. W. Huiskamp, WKOW secretary.

WKOW operates on 1070 kc with 10 kw day and 5 kw night. It switched from Mutual to CBS affiliates effective June 5.

WSYR-FM to 10 kw

WSYR-FM Syracuse is now operating with 10 kw, an increase of 1 kw over its former power, according to A. G. Belle Isle, vice president in charge of engineering for WSYR-AM-FM-TV. A four-bay GE antenna has been erected on Sentinel Heights, some 1,440 ft. above sea level. WSYR-FM operates on Class B Channel 233 (94.5 mc).

FCC Actions

(Continued from page 58)

Decisions Cont.:

Land O'Lakes Bcstg. Corp., Cambridge, Ohio—Granted CP for new remote pickup KA-7279.

WMCA Inc., New York—Granted CP for new remote pickup KA-7278.

WHP Inc., Harrisburg, Pa.—Granted CPs for new remote pickups KA-7117-8.

Coast Ventura Co., Ventura, Calif.—Granted CP for new remote pickup KA-4269.

Wheeling Bcstg. Co., Wheeling, W. Va.—Granted mod. CP KA-6536 to change frequencies to 26.15, 26.35 mc; power from 50 to 40 w and change trans.

KANW Albuquerque, N. M.—Granted mod. CP to change ERP of noncommercial educational FM station from 165 to 350 w and make changes in ant.

Guy Gannett Bcstg. Services, Area Portland, Me.—Granted mod. license KA-3038 to change frequencies to 26.19, 26.29, 26.39 mc.

WJIV Savannah, Ga.—Granted mod. CP for approval of ant. and trans. location.

WDEL Wilmington, Del.—Granted mod. CP for extension of completion date to 2-22-51. Cond.

WLBJ Bowling Green, Ky.—Same to 11-8-50.

WTOL-FM Toledo, Ohio—Same to 2-8-51.

KFGQ-AM-FM Boone, Ia.—Granted authority to remain silent Aug. 9 in order that staff may attend graduation exercises at Iowa City, Ia.

KVMC Colorado City, Tex.—Granted license new AM station; 1320 kc 500 w D.

The Fort Industry Co., Miami, Fla.—Granted license KA-4732 change existing remote pickup frequencies 26.23, 26.33, 26.43 mc; 15 w; A3 Emission, mobile, area Miami.

KMTR Radio Corp., Hollywood, Calif.—Granted request to cancel CPs and delete remote pickups KA-4990, KMA-773.

Isle of Dreams Bcstg. Corp., Area Miami, Fla.—Granted request to cancel CP and delete remote pickup KA-5217.

National Bcstg. Co. Inc., New York—Granted request to cancel CPs and delete remote pickups KA-4667, KA-4688-4689-4692.

Edwin H. Armstrong, New York City—Station KA-3417 deleted July 1 as applicant does not desire to file for mod. to change frequencies in accordance with new rules.

Central New York Bcstg. Corp., Syracuse, N. Y.—Same KA-3033-4.

Oregonian Pub. Co., Portland, Ore.—Stations KA-3184-5 to be deleted, applicant does not desire to use remote pickups.

The Associated Bcstrs. Inc., San Francisco—Delete stations KA-3026-3029, KA-3087; commission granted KPIX Inc. five CPs and licenses; KA-7152, KA-7153; KA-7154; KA-7155; KA-7156 to replace these stations.

American Bcstg. Co. Inc., Los Angeles—Cancel license and delete remote pickup KA-3016.

American Bcsctg. Co. Inc., New York—Granted request to cancel licenses and delete remote pickups KA-4634-6, KEA-649.

American Bcstg. Co. Inc., San Francisco, Calif.—Granted request to cancel licenses and delete remote pickups KA-4645-6.

ABC Chicago—Same KA-4664.

American Bcstg. Co. Inc., Washington, D. C.—Granted request to cancel licenses and delete remote pickups KA-3024-5.

National Bcstg. Co. Inc., Area Cleveland, Ohio—Granted mod. license KA-5484 to change frequencies to 26.11, 26.15, 26.25, 26.35, 26.45 mc.

National Bcstg. Co. Inc., Area Cleveland, Ohio—Granted mod. license KA-5484 to change frequencies to 26.11, 26.15, 26.25, 26.35, 26.45 mc.

The Uncompahgre Bcstg. Co., Area Montrose, Col.—Granted CP new remote pickup KA-7263.

Palestine Bcstg. Co., Palestine, Tex.—Granted CP new remote pickup KA-7265.

Community Bcstg. Co., Corpus Christi, Tex.—Granted CP new remote pickup KA-7264.

City of Dallas, Tex., Dallas—Granted CP new remote pickups KA-7266-7270.

Lampasas Bcstg. Co., Lampasas, Tex.—Granted CP new remote pickup KA-7137.

WGTA Summerville, Ga.—Granted mod. CP to change type trans.

KPAT Pampa, Tex.—Granted mod. CP for approval ant., trans and studio locations (cond.).

WBIP Booneville, Miss.—Granted mod. CP for approval of ant., trans. and studio location.

Following granted mod. CPs for extension of completion dates as shown: WFCB Dunkirk, N. Y. to 8-21-50 (cond.); KRMD-FM Shreveport, La. to 2-1-51; WIOD-FM Miami, Fla. to 2-22-51; KCBS-FM San Francisco to 3-1-51; WAGA-FM Atlanta, Ga. to 2-12-51; KFCA Phoenix, Ariz. to 1-1-51; WGTR Boston to 11-1-50; WLAV-FM Grand Rapids, Mich. to 1-12-51.

KHSL Chico, Calif.—Granted license increase power, install new trans., change trans. location, mod. DA for night use only and increase height and mount FM ant. on east element of DA.

KICA Clovis, N. Mex.—Granted license change frequency, power and trans. location and install new trans. and DA-N. 980 kc 1 kw DA-N Unl.

WGTR Eastern Bcstg. Corp., Boston, Mass.—Granted voluntary assignment of CP and license to The Yankee Network Inc.

Radio-Television of Baltimore Inc., Area, Baltimore, Md.—Granted CP new experimental television relay KA-7258.

KUTA Salt Lake City, Utah—Granted CP to install new trans. (Cond.)

WBRD Ft. Lauderdale, Fla.—Granted mod. CP to change type trans.

KWPC-FM Muscatine, Ia.—Granted mod. CP for extension of completion date to 1-21-51.

WDEL-FM Wilmington, Del.—Granted mod. CP for extension of completion date to 2-22-51.

WOR-TV New York—Granted mod. CP for extension of completion date to 2-15-51.

KGNC-FM Amarillo, Tex.—Granted license new FM station; Chan. 282 (104.3 mc), 4.8 kw, 270 ft.

WMMJ Peoria, Ill.—Granted mod. of license to change studio location.

ACTIONS ON MOTIONS

By Commissioner Jones

WOBS Jacksonville, Fla. — Granted leave to amend application so as to provide revised financial data, and to change trans site. Granted continuance of hearing in proceeding re application, now scheduled for July 24. Hearing continued indefinitely.

KSOK Arkansas City, Kan.—Granted continuance of hearing in proceeding re application to Aug. 7 at Washington, D. C.

KICK Springfield, Mo.—Granted continuance of hearing in proceeding re application, presently scheduled for Aug. 1, at Springfield; hearing continued indefinitely.

WJVA South Bend, Ind.—Granted continuance of hearing in proceeding re application presently scheduled for Aug. 7, at South Bend, Ind., hearing continued indefinitely.

Melbourne Bcstg. Corp., Melbourne, Fla.—Granted petition insofar as it requests leave to amend application so as to specify frequency 1240 kc 250 w unl. in lieu of 1270 kc 100 w-N 250 w D, unl., and for removal of application from hearing docket; dismissed insofar as it requests grant without hearing.

David M. Baltimore and Scranton Radio Corp., Scranton, Pa.—Granted petition of David M. Baltimore to amend application so as to specify 1450 kc 250 w unl. in lieu of 1400 kc 250 w unl., and application, as amended, was removed from hearing docket. On the Commission's own motion application of Scranton Radio Corp. was removed from hearing docket.

THIS CAKE topped with icing serves a double purpose: Demonstrates co-operation among stations in the Richmond, Va., area and celebrates the 1,000th day of broadcasting for WXGI. Barron Howard (l), business manager, WRVA same city, cuts a slice for Graeme Zimmer, WXGI vice president.

Capital City Bcstg. Co. Inc., Menomonie, Wis.—Granted leave to amend application so as to specify frequency 1360 kc 500 w, D. in lieu of 1450 kc 250 w unl; application, as amended removed from hearing docket.

WTJS Jackson, Tenn.—Granted dismissal of its application.

FCC General Counsel—Granted extension of time in which to file exceptions to initial decision issued in proceeding re applications of Hamtramck Radio Corp. and Atlas Bcstg. Co. both of Hamtramck, Mich.; time extended to Aug. 25.

By Commissioner Jones

FCC General Counsel—Granted extension of time to Aug. 8 in which to file exceptions to initial decision issued in proceeding re application of Suffolk Broadcasting Corp., Patchogue, N. Y.

By Examiner Leo Resnick

WKJG Fort Wayne, Ind.—Dismissed petition requesting continuance of hearing in matter of petition of WSPD for designation for hearing of application of WKJG for mod. of CP.

KRMG Tulsa, Okla.—Granted petition to amend application so as to reduce maximum expected operating value in direction of small portion of Canadian border, and application, as amended, retained on hearing docket.

By Examiner Fanney N. Litvin

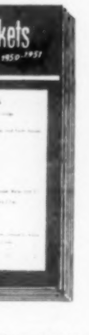
KYA San Francisco—Granted continuance of hearing from Aug. 1, to Oct. 30 in Washington, D. C.

By Commissioner Sterling

KFTM The Fort Morgan Bcstg. Co., Fort Morgan, Col.—Ordered that place

(Continued on page 71)

Here's the most complete, most up-to-date source of market information



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RAINING NEWS ● ● ●

PTR Albany, N. Y., *Capital Disict News*, nightly, 7:45-8 p.m. en Walrath, assistant program rector, has arranged for nightly o-way phone "beep" conversaons with district National Guard training at Pine Camp, N. Y., r use on news show. Series scheduled to begin Aug. 7, with conver-tion between Maj. Gen. R. C. rock and GIs and WPTR news oom. Interview will also be held ith Albany's mayor, Erastus orning II, when he visits Pine mp.

OLDING SALES ● ● ●

IBW Topeka, Kan., sends plastic e mold suggesting "matching" ice r beverages may be made by pourg liquids into mold for freezing. old is accompanied by blue promotion piece with WIBW caption, "Molded to Fit Your Selling Needs n Kansas."

UEST STAR ● ● ●

PAW Pawtucket, R. I., host to uss Emery, baritone soon to star n Coca Cola program, whose home own is Pawtucket. Interviewed on o-hour disc show by Paul Garnet, .c. Visitors invited to studio for utographs and pictures. Station eports invitation jammed studio nd tied up switchboards.

PFB DAY ● ● ●

PFB Middletown, Ohio, celerated second annual "WPFB Day" t LeSourdsville Lake recently. roadcasts by outlet's stars and ree shows emanated from bandtand on midway. In addition, ucky ticket holders received prizes rom treasure chests. Tickets were btained from participating merhants.

USINESS AS USUAL ● ●

NX Los Angeles distributes gaily llustrated 20-page folders showg house-type barometer with two miling dummies in doorways, nderneath which is printed "Busiess as usual . . . great the year ound." Inside folder information nd statistics point out that radio dvertising is as effective in sumer as in winter in Southern California, because of area's great attraction for tourists and fact that most Southern Californians spend vacations in state. "Get 'business as usual' in Southern California . . . through KNX . . . Los Angeles' most listened-to station," folder concludes.

programs promotion premiums

AA MEET AIRED ● ● ●

KJFJ Webster City, Iowa, made on-the-spot recording of closed meeting of Alcoholics Anonymous. Aims, principles, routines and methods of group discussed. Recording played back several days later over KJFJ as public service through cooperation of city's AA group.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

WALKING NEWS

WCUE Akron, Ohio's latest promotion is man carrying sandwich sign, each side of which is posted with latest news bulletins. "Walking news bulletin board" also carries portable radio giving pedestrians on downtown streets opportunity to hear as well as see latest developments in Korean situation. Across top of boards are signs reading, "WCUE News every hour on the hour."

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

BUYING GUIDE ● ● ●

KWTO Springfield, Mo., sends yellow spiral booklet to trade in which data from BMB surveys, station maps, Conlan ratings and other information are included. Illustrations throughout show reactions of Ozark farmer to station's claims.

INDUSTRY SHOWING ● ●

WRNL Richmond, Va., held three-day showing of new Motorola radio-TV set line in its studios. Manufacturer and distributors extended over 400 invitations to Motorola dealers in area. Station exhibited its modern facilities and technical equipment to visitors. Further cooperation with other distributors in section being considered by WRNL.

CRACKERBARREL ● ● ●

WCOG Greensboro, N. C., *Rural Roundup* weekday morning show features Dick McAdoo, farm director, in "crackerbarrel" discussions with farmers on their farms, at community general stores, Grange and farm meetings, etc. Topics include discussions of crops, price controls, soil preservation and any subject of interest to farmers. Interviews are recorded for rebroadcast.

PENNY TALKS ● ● ●

WDTV (TV) Pittsburgh gave recent example of what penny can do on TV. Penny taped to mimeographed sheet telling success story sent to trade. Natural Foods Institute, through Foster & Davis agency, bought half-hour on outlet and featured its Vita-Mix appliances. WDTV said 460 orders had been taken on time cost of $270 representing 51¢ worth of business for every penny invested.

BUYING BAIT ● ● ●

WKWF Key West, Fla., distributing promotion letter holding brightly-colored fisherman's fly and stating: "In Key West, Florida, just as a—'fly'—is used to attract 'wahoos' and 'Kitty Mitchells', WKWF is used to attract customers." Copy describes numerous fish in resort's waters, and numerous commercial advantages of Key West, pointing out that though fly is one of many which are available, WKWF is the only radio station in town. WKWF is represented by John H. Perry Assoc., N. Y.

'SOLD' TRIP ● ● ●

WOW Omaha, Neb., conducted week-end trip to St. Louis and Chicago for baseball fans July 22. Called "Tip Saggau Special," after its organizer, WOW sports director, complete train, with dining cars, coaches and pullmans, was utilized to transport 350 fans. Night game in St. Louis Saturday and double-header in Chicago on Sunday were highlights.

SAFE HIGHWAY ● ● ●

WWJ Detroit cooperates with Michigan State Police in program titled *Highway Patrol*, stressing safety. Fran Harris, WWJ women's editor, and engineer with recording equipment travel with two state policemen in unmarked car over high accident areas of highways. Borderline violators of traffic laws are stopped and interviewed by Mrs. Harris and patrolmen. Driving errors are pointed out and advice given on safer driving habits. Recordings of show made available to other Detroit stations.

CAMPAIGN STARTS ● ● ●

WCCO Minneapolis inaugurates first of series of 13 summer ads in *Minneapolis Visitor*, magazine listing entertainment activities in area. Campaign is part of WCCO 1950 "Send Your Sales Up With The Temperature" promotion.

DIAL TUNING ● ● ●

COLUMBIA Pacific Network sends orange, black and white folder to trade quoting Nielsen Pacific Coast Report, March 1950, to show its leadership. Cover of folder shows dial with spreading white area matching closing white space on inside of folder. Dial is shown again, with call letters and cities of all network members, on inside.

WBZ PROMOTION ● ● ●

WBZ Boston issues 22-page folder reintroducing its new Radio and Television Center to listeners and viewers. Center houses WBZ-AM-FM-TV. Photos of studios, engineering equipment, top talent, executives, staff members and technicians at work attractively displayed. Floor plans of two-story building also shown.

23rd Year

regional promotion campaigns

HOWARD J. McCOLLISTER
Regional Representatives
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Shows with a Hollywood Heritage ★ Member N·A·B·

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FEATURE PROGRAMS
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Network Calibre Programs at Local Station Cost

KCBS TO 50 KW

Transmitter Move Okayed

BID of KCBS San Jose-San Francisco for boost to 50 kw and move of its transmitter site from San Jose to San Francisco, operating fulltime on 740 kc, was granted by FCC last week. Station now is assigned 5 kw on that channel.

KCBS, formerly KQW and now owned by CBS, has sought the improved facilities for a decade. Engineering conditions are attached to the grant. FCC in latter June reinstated the application following dismissal of a plan once approved by the Commission to switch facilities with KSFO San Francisco [BROADCASTING, June 26].

Action on the KCBS application had been withheld pending final decision on the bid of Pacifica Foundation for a new station at Richmond, Calif., on 710 kc with 1 kw daytime. FCC's final ruling to deny the Pacifica request was issued concurrently with the KCBS grant. The Commission made final the initial ruling in the Richmond case which found Pacifica Foundation financially unqualified to construct the proposed outlet.

WHOM Hearing

SECOND BID of WHOM Jersey City, N. J., to move its main studio to New York was designated for hearing last week by FCC. Comrs. George E. Sterling and Frieda B. Hennock, however, voted to grant the new request without hearing. WHOM, which originates nearly all of its programs from New York studios now, renewed its bid for change of site earlier this year [BROADCASTING, Feb. 20]. The original request had been dropped by the late Generoso Pope, owner of the station now operated by his family, during unsuccessful negotiations to purchase WINS New York. An initial FCC decision to deny the move had been issued on the first request.

air-casters

LLOYD GIBSON to WEBR Buffalo, N. Y., as program manager. **CHARLES V. MARTI**, to WEBR as promotion manager.

JOANN ROSENTHAL, copywriter KDRO Sedalia, Mo., to publicity-promotion staff KXOK St. Louis.

MIKE CRAVER, WBNS Columbus, Ohio, promotion department, to WHK Cleveland as assistant promotion manager.

JIM KILLIAN, program director WSCR Scranton, Pa., to WAAM (TV) Baltimore as announcer. **PAUL KANE** and **ED SARROW**, WAAM cameramen, named producer-directors. **HARRY SHOUBIN**, cameraman, appointed assistant director.

FRED FINLAY, graduate, Pasadena Institute for Radio, Pasadena, to KYOU Greeley, Col., as program manager.

JIMMY KIRBY to WKAX Birmingham, Ala., as program director, succeeding **AGNES YARBROUGH**, resigned. Was with WRGA Rome, WGST Atlanta and WAPI-AM-TV Birmingham.

MILTON FRIEDLAND, office manager and secretary to general manager WBKB (TV) Chicago, named traffic manager.

JUDITH LYNCH, WEEI Boston traffic department, resigns to join radio and public relations department of Smaller Business Assn. of New England.

ART GREEN, disc jockey, takes *Art Green Show* to WTVJ (TV) Miami, daily, 3:30-4 p.m.

JACK DOUGLAS, announcer WCSI (FM) Columbus, Ind., starts man-on-the-street show, Mon.-Fri., 12:15 p.m.

RAY SCHREINER, WHTN Huntington, W. Va., disc jockey, to WRNL Richmond, Va., as m.c. *The Mailbag.*

ROGER KRUPP, NBC San Francisco, to WCCO Minneapolis announcing staff. Was with CBS Chicago and ABC New York.

BILL CRUSE, KDAC Fort Bragg, Calif., to announcing staff KSUE Susanville, Calif., succeeding **JAY DOANE.**

FRANK JONES, KTSW Emporia, Kan., as sports editor, disc jockey and announcer, to announcing staff WIBW Topeka, Kan.

ROBERT H. SCHULZ, staff announcer WNHC New Haven, Conn., to WMMW Meriden, Conn., in same capacity.

MAJ. GEORGE W. BRADEN, garden expert, starts quarter-hour weekly garden information program on KALI Pasadena, Calif.

GUY MAUFFETTE, program department CKVL Verdun, Que., to program producer CBC French network.

SAM FULLER, Young & Rubicam Hollywood production supervisor, to NBC New York as supervisor Colgate television shows starring Fred Allen, Jimmy Durante, Eddie Cantor.

MARY LOU GUTH to WSTC-AM-FM Stamford, Conn., as teen-age commentator.

J. SCOTT SMART, of ABC *The Fat Man*, in Hollywood to star in movie version of radio series being filmed by Universal-International.

ARNOLD WILKES, WRGB Schenectady, N. Y., to WSYR-TV Syracuse as producer. **SCOTT PHOENIX** to WSYR-TV as photographer, succeeding **CHARLES TESSER**, resigned to join NBC New York. **ROBERT G. NELSON**, graduate Syracuse U. radio workshop, to WSYR continuity department. **WILLIAM E. BROAN**, WENY Elmira, to WSYR-AM-TV announcing staff.

JACK WHITAKER, WAEB Allentown, Pa., staff announcer, to Fun Quiz Inc., Baltimore.

TONY WAKEMAN, sportscaster WWDC Washington, takes *Tony Wakeman's Sports Review* to WTTG (TV) same city, effective Aug. 28. Show will be aired daily, 5:45-6 p.m. and 11-11:15 p.m.

BILL BIGGS, graduate Pasadena Institute for Radio, Pasadena, to KCBQ Galveston, Tex.

PRUTH McFARLAN, WLS Chicago Negro tenor, polio victim since childhood, honored for his accomplishments on *Destination Freedom* on WMAQ Chicago.

HARRY EDEN, graduate, Pasadena Institute for Radio, Pasadena, Calif., to KOCS Ontario, Calif.

DON CORDRAY, m.c. *Dawn Breaks With Cordray* on WJR Detroit, moves show to WERE Cleveland.

JACK GORDON, WMIX Mt. Vernon, Ill., to WIRL Peoria, Ill., as program director.

RUSSELL FURSE, TV manager Cascade Pictures, Hollywood, to KECA-TV Hollywood as directorial assistant to **E. CARLTON WINCKLER**, station production manager.

LYNN CHALMERS, assistant to director of community service WTOP Washington, appointed script writer for station, succeeding **ELLEN WADLEY**, resigned.

ELBERT WALKER named producer for new *Fleetwood Lawton Analyzes the News*, TV program on KTSL (T Los Angeles.

HOOPER WHITE, producer WB Chicago, father of twins, boy and g July 23.

F. M. (Jim) RANDOLPH, assista program director and head of c tinuity department, KOTV (TV) Tu Okla., to U. of Tulsa as assistant p fessor of speech in charge of ra effective Sept. 1.

JACQUELINE A. McLAUGHLIN, tra fic director WVNJ Newark, N. J., a John H. Ungerland married July 2

JIM DOYLE, staff announcer KN Houston, Tex., father of boy, Ja William.

GERTRUDE HUNKIN, WGAR Cle land, elected president Clevela Chapter American Society of Wom Accountants.

LARRY TAYLOR, WBBM Chicago o chestra member, father of girl, July 2

RICHARD H. NELSON, writer KEX Portland, Ore., and Betty Kind married July 16.

VIVIAN WARNER, WKBZ Muskeg Mich., elected national director American Society of Women Accou ants.

ERIC DANIELSON, program tra supervisor NBC Chicago, and wi adopt three-month-old girl, Kathle Cecilia.

News • • •

JULIAN B. HOSHAL, KGLO Mas City, Iowa, news staff, to KYSM Ma kato, Minn., as news director.

GENE STARN, WAKR Akron, Ohio, t WKBN Youngstown, Ohio, as new reporter.

GREGORY HEWLETT, editor and pu lisher *Maplewood South Orange* (N.J *News Record*, begins weekly *Korea an the Far East* news analysis on WAT (TV) Newark, Fri., 8 p.m.

DALLAS DeWEESE, *Sohio Report* voice over WLW Cincinnati, and **BILL TOMPKINS**, WXYZ Houston new staff, to editors-writers-newscast team for *Sohio Reporter*, with dai programs on WTAM Cleveland, WL Cincinnati, WTOL Toledo, and eveni broadcast on WMAN Mansfield, WCO Columbus and WBBW Youngstow Ohio. Shows originate at WTAM.

FLEETWOOD LAWTON, news ana yst, starts five weekly five-minu newscast on KTSL (TV) Hollywoo

HARRY RASKY, news editor CHU Toronto, resigns to freelance.

PAUL VISSER, NBC's agricultu staff, Chicago, father of a boy, Ke neth, July 13.

GE Profits Up

SALES of $881 million in the firs half of 1950 were reported by Gen eral Electric Co. July 21. This rep resents a 10% gain over a year ag and a new high for a period.

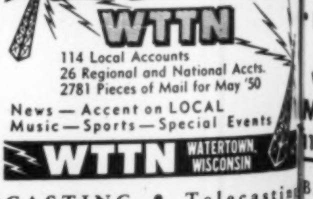
THE OLD SEA-HORSE SAYS:

"YOU AIN'T SEEN NOTHIN' UNTIL YOU'VE LOOKED UP THE STORY . . ."

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES



WTTN

114 Local Accounts
26 Regional and National Accts.
2781 Pieces of Mail for May '50

News — Accent on LOCAL
Music — Sports — Special Events

WTTN WATERTOWN, WISCONSIN

XUM

Respects

(Continued from page 42)

manager must be able to handle in the course of a day's work on behalf of hundreds of highly competitive members.

That successor is James Dixon Secrest, fortified with five years of experience as Mr. Geddes' assistant in charge of public relations.

Complicating RTMA's problem was the fact that it was hunting for a big-name president for a newly created $50,000-a-year job, a thus-far futile effort. With Robert C. Sprague serving as interim president as well as RTMA board chairman, Mr. Secrest has been taking over the reins gradually from Mr. Geddes who took a July vacation preparatory to formal retirement Aug. 1.

All the little fights and feuds that brighten each day in a trade association executive's life will come naturally to Mr. Secrest, for he has a bit of feudin' background. In fact, his first year out of college he landed smack in the middle of a feud—North Carolina mountain variety.

Served as Principal

His first after-college job—actually it was two jobs—consisted of serving as principal of a three-teacher school in the Great Smokies. The other job, driving the school bus, added a cozy $10 to his $90-a-month salary.

Having played a bit of school basketball, the young principal decided to introduce the game's outdoor version to the mountain boys. Money was raised at an old-fashioned box supper to buy the necessary equipment.

The school was located in Lower Fines Creek and the boys took eagerly to the new pastime, thumbing a scornful proboscis at the envious youths from Upper Fines Creek, with whom they maintained a persistent and sputtering feud.

Somehow the Lower Fines Creek boys got the wrongful notion that Prof. Secrest was going to turn the ball and baskets over to the Upper Fines Creek gang when school let out in the spring. So the LFC boys stole the ball from the school one night. Prof. Secrest phoned the sheriff when he couldn't persuade the miscreants to return the ball and the whole crew landed in the office of the local justice of the peace.

Things looked serious for a while, as mountaineers showed up for the hearing with their shotguns loaded. Fortunately the understanding J. P. had been steeped in the intricacies of Fines Creek feuding and he set up a compromise. The ball was returned and Prof. Secrest abruptly abandoned pedagogy at the end of the term.

What to do next? The answer was journalism, for Mr. Secrest had edited the college paper at Trinity College, a Methodist school in Durham now better known as Duke. He had graduated *magna cum laude* with a Phi Beta Kappa key. On the *Trinity Chronicle* he had written a column, all the editorials and half the news, so the next step was obvious.

The site this time was his native Cincinnati where he went to work as a cub reporter on the now defunct *Commercial-Tribune*. A year later the *Asheville* (N. C.) *Times*, then published by Don Elias (now president of WWNC Asheville), offered him $10 more a week and he moved there. Three years later he became city editor but pulled stakes after he and the managing editor disagreed and headed for Washington, D. C., his wife's home.

Washington Next

The first night in Washington he went to work on the copy desk of the *Post*, a copy reader having succumbed that day to over-indulgence. For the next 14 years he worked at the *Post*, mostly writing D. C. news at the Capitol and often turning out editorials. One of his stories criticizing the Capitol police brought him considerable fame when the House Sergeant-at-Arms had him physically thrown out of the Capitol.

The *Post* income was supplemented by work with the Heinl radio news service and when BROADCASTING was founded in 1931 he became the magazine's first copy editor, serving three years while still working for the *Post*.

In 1941 he left the *Post* and journalism to join the Office of Emergency Management in charge of its Information Division and directing field offices. OEM and Mr. Secrest were absorbed into the Office of War Information and he took over direction of 60 field offices. Later, when OWI's budget was cut, he moved to New York in charge of publicity and advertising for Pulpwood Consuming Industries.

In 1945 Bond Geddes asked him to join RMA and he soon was named director of public relations. As Mr. Geddes' assistant he became one of the better known executives in the manufacturing and broadcasting industries. He was a key figure in starting the Voice of Democracy radio-essay contest, which last year drew a million entries from high school students. His varied RMA activities have included direction of the Parts Division.

Early in his RMA career he started the weekly newsletter to members, with regular and complete industry statistics and factual reports on government activities.

Mr. Secrest was born June 30, 1903, in Cincinnati, moving to North Carolina at the age of six. He was valedictorian of his class at Canton (N. C.) High School. He married Miss Page Shepherd, of Washington, in 1929. They have one child, Richard, a junior at Bowdoin College in Maine. Mr. Secrest is a member of the National Press Club.

HON. James F. Byrnes, successful gubernatorial candidate in South Carolina's Democratic Primary election July 11, thanks the voters in a state-wide statement broadcast over a state-wide network, originating at WORD WDXY (FM) Spartanburg, his home town. The former Secretary of State and Supreme Court justice polled more than three times the number of votes of his three opponents combined.

F. J. Roehrenbeck Jr.

ENS. FRANK J. ROEHRENBECK Jr., 24, USN, died July 18 in a carrier landing crash aboard the *USS Midway* at sea, according to word received by his parents. The elder Roehrenbeck is general manager of WMGM New York. In addition to his father and mother, Ens. Roehrenbeck is survived by one brother, Robert.

TREASURY DEPT.

Bond Shows Prepared

OPEN-END transcribed shows, available for local sponsorship and featuring top talent, are being prepared by the U. S. Treasury Dept. Savings Bond Division for fall release. Two musical series are included, one of five-minute programs and the other of quarter-hour shows.

Meanwhile, Treasury officials reported no plans have been made at this date with respect to reviving defense or war bonds in view of the Korean situation. It was speculated, however, that an increased promotion of some form of defense savings bonds may ensue concurrent with the nation's swing to increased defense mobilization.

The five-minute program series will consist of 52 shows promoting the Treasury's payroll savings plan and will be sent to stations in industrial areas. Scheduled for release in mid-September, the series also will be designed for in-plant communication system use.

The payroll savings series features Win Elliot as m.c. with five musical groups on a rotating basis. These include Alec Templeton and his Alectricians, the Johnny Quarnieri Quintet, Lenny Herman Quintet, Stan Freeman Trio and Joe Bushkin. Each program allows a 10-second billboard sponsor identification and one-minute closing commercial. Treasury is producing 1,000 sets of this series initially.

Christmas Show Included

The quarter-hour series, comprising 13 shows plus a special Christmas show, features Eddy Arnold, ballad singer. To be released Oct. 1, the series will be sent to stations in smaller cities and rural areas. One-minute opening and closing commercials are provided for in this series, of which 1,250 sets have been initially ordered.

Complete promotion kits are being prepared for use by stations and advertisers in local support of the Treasury series.

YOU CAN NOW OWN OUTRIGHT
THE LONDON LIBRARY SERVICE

- Instrumentals only (no vocals)
- Over 400 10 inch 78 RPM Discs
- Full Range Recordings (30-14,000 cycles)
- Price 79c ea.

Catalog on request.
Write to: Joseph F. Hards, Gen'l. Mgr.
MUSIC ASSOCIATES
113 West 42 St., New York 18, N.Y.

NRP
IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash revenue of from $200 to $1,000 per week,
Wire, Call or Write
Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager
NATIONAL RADIO PERSONALITIES
Peoria, Illinois — — Phone 6-4607
★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

NARND AWARDS

To Cite Radio-TV News Shows

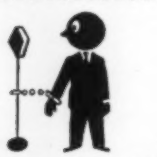
NATIONAL Assn. of Radio News Directors last week announced it would make two awards, one each to radio and television stations, for outstanding presentation of news from Sept. 1, 1949, to Sept. 1, 1950.

NARND points out that radio broadcast recordings should be submitted whenever possible, both for regularly scheduled news programs and for outstanding programs. In the case of television, kinescopes or films of regular and special programs should be submitted. Closing date for entries is Sept. 22. They should be sent to the chairman of the awards committees, Ted Koop, CBS director of news and public affairs, Warner Bldg., Washington 4, D. C.

Arthur Ungar

ARTHUR UNGAR, 65, editor of *Daily Variety*, Hollywood, died July 24 following a heart attack that resulted from a fall while bathing at Del Mar, Calif. Funeral services were held July 26 from Hollywood Cemetery Chapel, Hollywood. Mr. Ungar had been editor of *Daily Variety* since its establishment 17 years ago, and for 10 years before that was Los Angeles representative for the weekly paper. Besides his wife Ella, he leaves two sisters, Jessie Wadsworth, Hollywood agent, and Molly Ungar of St. Louis.

allied arts



JOSEPH W. BAILEY, manager radio-TV Grey Advertising Agency Inc., N. Y., to John E. Gibbs & Co., program production firm, N. Y., as supervisor radio-TV packages.

GEORGE T. CASE, program director and acting manager WNAO Raleigh, N. C., to Music Corp. of America as field representative for MGM Radio Attractions.

JOHN C. THOMAS Jr. to The Faught Co. Inc., N. Y. public relations firm.

PEGGY WOOD, Hollywood publicity agent, joins Southern California Broadcasters Assn., effective Aug. 7, as public service contact and researcher.

FRANK S. LYMAN to Montreal office, Canadian Facts Ltd., research organization.

JEANNE ELAINE McINTOSH, radio-TV representative, New York public relations office of American Overseas Airlines, transfers to American Airlines Hollywood office in same capacity. Was woman's editor KVSM San Mateo, Calif.

HARRY S. GOODMAN, president Harry S. Goodman Radio Productions, adapts *Telephone Game*, current TV package show over WJZ-TV New York, WFIL-TV Philadelphia, and WGN-TV Chicago, to theatre show called "U-WIN-O" which opened last week in Bound Brook, N. J.

UNITED TELEVISION Artists producing for Richmond Television Corp., L. A. (Natalie Kalmus TV sets), half-hour variety program, *Natalie Kalmus Club Celebrity Television Show.* Will star Greg Mitchell, singer and Jill Richards, radio and film actress.

J. HARRY LaBRUN, Phila. Chamber of Commerce counsel, named chairman Phila. Committee for Increased Allocation of TV Channels.

MARTHA ROUNTREE, producer radio and TV programs, submits TV package, *Washington Party*, to agencies. Show will originate in Washington mansion with Miss Rountree in role of hostess to social and political celebrities.

BEN WILLIAMS named general manager Richmont Television Corp., L. A. (Natalie Kalmus TV sets).

WALTER KANER Assoc., N. Y. public relations firm, moves to 452 Fifth Ave., N. Y.

HAROLD C. MEYERS & Co., N. Y. public relations agency, adds radio-TV package department.

DAVID B. ROGERS, central northwestern sales representative RCA Recorded Program Services, and Ann Louise Boynton announce their marriage.

Equipment . . .

RON MERRITT, sales and branch manager Radio Specialties Co., Phoenix, Ariz., to instrument division Allen B. DuMont Labs., Clifton, N. J., as field sales agent.

SANFORD B. COUSINS, vice president and general manager New England Telephone & Telegraph Co., elected vice president and director Bell Telephone Labs., N. Y. Will be in charge of staff functions and report to Bell president.

WILLIAM E. HERRMANN, group leader in laboratory products section, Special Products Div., General Electric Co., named manager of sales section, succeeding **ROBERT R. PERSON,** transferred to staff of manager of manufacturing, Large Apparatus Div.

RCA VICTOR Distributing Corp. acquires properties of **Bickford Bros. Co.,** wholesale distributor in Buffalo and Rochester, N. Y., areas, effective Aug. 1. **EARLE HART,** RCA, will direct operations as general manager new Buffalo-Rochester branches. Present Bickford employes continue with RCA.

Technical . . .

CECIL CHAFIN, WRLC Toccoa, Ga., to engineering staff WSB Atlanta. Was with WCON Atlanta. **ED PERRY** to WSB technical staff.

MICHAEL M. McMULLEN, WDAF-TV Kansas City engineer, and **WALTER J. STILES,** director TV operations KPHO-TV Phoenix, to permanent staff KECA-TV Hollywood. **JOHN F. PETERSON, GLEN AKINS,** chief engineer Videotron Co., North Hollywood; **RICHARD L. HARDY** and **GRANT VELIE,** commercial phot rapher, to vacation relief staff.

KEN CALFEE, WYNN KAL GEORGE PLATT to camera s WAAM (TV) Baltimore.

JOHN CURREY, engineering depa ment WCSI (FM) Columbus, Ind., a **SARAH WELLS,** continuity depa ment, announce their marriage.

WBBM SALES HIGH

Eight Buy 15-Minute Sho

WBBM (CBS) Chicago hit a sal record last week with purchase 15-minute shows by eight sponsor Assistant Station Manager Jo Akerman reports.

Shows are *Double Quiz* (five-a-we 3:45 to 4 p.m. CDT), for Puritan C through Schwimmer & Scott; ne (five-a-week, 5:15-5:30 p.m.), F Motor Co., J. Walter Thompson C music (five-a-week, 3:30-3:45 p.m Sawyer Biscuit Co., George H. Ha man; *Edward R. Murrow News* (five- week, 6:45-7 p.m.), Philco Distribut direct.

Patrick O'Riley Show (five-a-we 8:15-8:30 a.m.), from three weekly, Lorillard Co., Lennen & Mitchell; *Jenkins Show* (Mon.-Wed.-Fri., 7: a.m.), Dolcin Co., through Victor Va Der Linde; *Football Preview*, 15 minu before Saturday afternoon games, Pe Fox Brewing Co., Tim Morrow Agenc *Football Review*, 15 minutes af weekly game, Chicago Engineers TV, Olian Advertising.

Buys Ziv Shows

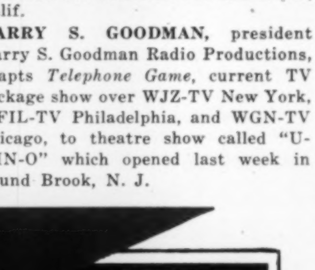
WENR Chicago has signed f three Frederic W. Ziv Co. tran cribed shows — *Pleasure Para It's Show Time from Hollywood* a *Barry Wood Show*—in a move lighten evening programmi Shows, in the new 10:30-11 p. CDT lineup, are expected to sta today (July 31).

Joins Law Firm

JOSEPH A. NORRIS Jr., gra uate of Georgetown U. Law Scho has joined the Washington rad law firm of Harry J. Daly, Metr politan Bank Bldg., and is devote fulltime to the commu cations field. Robert A. Ging and Allen Krouse have left t firm.

Spot time buying made easier

"Suppose I go into a new market," says one well-known Time Buyer. "I turn first to STANDARD RATE to size up the stations in that market, their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money." The WIS Service-Ad shown here is an example of how stations are making that Time Buyer's job easier. They put useful additional facts before him when he's using SRDS to compare opportunities—facts about coverage, audience, programs, service, for example.



WHAT'S THE BEST STATION IN SOUTH CAROLINA?

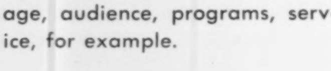
WIS
COLUMBIA, S. C.
NBC · 560 KC · 5000 WATTS

Plus WIS-FM

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

278 radio and TV stations used Service-Ads in the monthly issues of SRDS during 1949, supplementing their listings with additional information to help buyers buy.

Note to Broadcasters: Study the Spot Radio Promotion Handbook for detailed help in making it easier for buyers of spot time to buy what you have to sell. Copies from SRDS at $1.00.



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The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
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WARD
Johnstown, Pa.
USES
Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

WRITE
Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

LIBERTY REPLY

Tells FCC Complaints Are Groundless

LIBERTY Broadcasting System, through its vice president and general manager, James H. Foster, last week told FCC there are no grounds for complaints filed against LBS' handling of major league baseball broadcasts.

Answering protests to FCC by Mutual affiliates KTHT Houston, Tex., and WBBQ Augusta, Ga., the reply indicated Mutual is in a more vulnerable position as to the suitability or manner of airing reconstructed and delayed games [CLOSED CIRCUIT, July 10]. LBS charged the complaints "are not designed to protect the public interest. They are rather the last withering gasps of the Mutual Broadcasting System to retain a semblance of participation in the broadcast of baseball games."

Roy Hofheinz, operator of KTHT, protested to the Commission that in Liberty's reconstruction of major league games "a conscious and deliberate effort is made . . . to give the impression that they are contemporaneous play-by-play accounts." Mr. Hofheinz contended such broadcasts were "misleading and deceptive to the public upon the whole" and requested FCC to take "appropriate action" [BROADCASTING, July 3].

The KTHT and WBBQ complaints criticized the LBS reconstructed games because, they charged, background noise sound effects are not identified properly and the programs do not emphasize that they are re-created.

Reargue Old Protest

Liberty told FCC the complaints reargue a point which had been called to the Commission's attention over two years ago when a protest was filed against the re-created games aired on KLIF Dallas, key originating station for Liberty. KLIF acknowledged in detail FCC's inquiry into the matter, Liberty said, and there "were no further communications from the Commission in this matter, although LBS has continued these broadcasts during the past 26 months, is now a network of over 200 affiliates and has millions of listeners."

Liberty explained that with its growth from one station in 1947 to more than 225 outlets covering 33 states today, Mutual's "participation in the broadcast of sports has not only been challenged but now has reached the point where its only hope of survival is somehow or another to stop [LBS] from broadcasting baseball games." LBS asserted it can prove its games are in the public interest with proofs of public response to its broadcasts.

Among the reasons cited by Liberty in its claim for competitive superiority were the following:

LBS carries pre-season exhibition games for a month and a half while Mutual begins its "half-hearted coverage of baseball on the day the season opens." Liberty also has pre-game background show, MBS does not. LBS aired 129 games through July 5, Mutual 52. LBS has exclusive right to top National League games while both networks air American League games.

Liberty's games are always aired the day they are played or are "clearly famous old-time games of long ago," while MBS on many days "has resorted to rebroadcasting a game played the day or night before."

Liberty airs Sunday and holiday doubleheaders while Mutual airs no Sunday games. LBS airs games at same time throughout country, Mutual delaying until afternoon on West Coast. "When it does not broadcast games played the day before, Mutual broadcasts secondary-interest games for the most part" to avoid competition with LBS on same game.

Liberty further charged that in certain instances where MBS affiliates have used delayed playbacks of games, "Mutual has made statements that the games are not delayed." Liberty also asserted it was Mutual, and not LBS, which was the first to re-create a regular season game this year.

Liberty refuted Mr. Hofheinz' contention that the time lag in LBS re-created games encourages gambling since "unscrupulous operators have taken advantage of the unknowing listeners by encouraging them to bet on games the outcome of which is already known to the operators." Liberty explained its broadcast occurs within 10 to 12 seconds after each event of a game and noted Mutual's games not only are similarly delayed but some frequently are delayed 24 hours before airing.

Sound Effects

Liberty asserted its use of recorded background noise and sound effects fully complies with FCC's rules, Sec. 3.188(d), which do not require such effects to be identified. LBS also noted there is no specific FCC rule requiring announcement that a game is re-created, but "LBS identifies all re-created games at the beginning and conclusion of the games as re-created in the same way that MBS identifies its transcribed baseball games."

"In addition to the motives which MBS may have had in filing these complaints against LBS (through the former affiliates)," Liberty held, "the two affiliates themselves had their own personal economic motives. One [KTHT] . . . holds a construction permit for a station in Dallas (not yet built) which will be in direct competition with KLIF . . . The other affiliate [WBBQ] was (formerly) an affiliate of LBS last year and tried desperately to continue this affiliation this year."

SALE of more than $25,000 in European midsummer music festival tours through sole medium of WABF (FM) New York announced by Ira A. Hirschmann, station president.

CITIES WITH STANDARD AM BROADCAST STATIONS AND TELECAST STATIONS IN THE UNITED STATES AND CANADA, 1950
BROADCASTING TELECASTING

Announcing

BROADCASTING'S

1950

RADIO-TELEVISION MAP

AGENCIES, ADVERTISERS, STATIONS, SERVICES

ESPECIALLY DESIGNED
FOR SALES PLANNING

Here's your radio-tv picture for fall placements. This 25" x 35" map shows every radio — AM FM TV — station in U. S., its possessions and Canada by city, county, state, territory and province — plus time zones. Congested markets enlarged.

It's an attractive display, printed in three colors on 80 lb. durable white stock. You'll use it for presentations, to demonstrate coverage, plot network and spot campaigns — takes ink and color like your letterhead.

Map Price Schedule*

1 to 5	$1.00 each
6 to 10	75¢ "
11 to 25	60¢ "
26 to 50	50¢ "
50 and more	40¢ "

*Folded copy free with every '50 MARKETBOOK, August 14

BROADCASTING
Washington 4, D. C.

Send ____________ maps to the undersigned.

I enclose ____________ Bill me ☐

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Experienced salesman. Western New England major market daytime indie. Excellent drawing account for top man able to sell at local level. Permanent position with good chance for promotion. Box 664F, BROADCASTING.

Texas ABC station desires aggressive, experienced salesman. Permanent, equitable compensation. Box 729F, BROADCASTING.

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Salesman for fulltime network affiliate in midwest metropolitan market. Must be thoroughly experienced and aggressive. Commissions or guarantee. Opportunity for advancement. Give experience, education, references and photo. Write Box 831F, BROADCASTING.

Salesman wanted. A real producer has an unlimited opportunity to make money. 250 watt station soon to be 5 kw is looking for a man to put new life into sales picture. Other expansion includes construction of two more stations plus existing regional group. Offers unlimited chance for advancement. However, immediate need is for man to stimulate local sales. If you can really sell, both on local and national spot level, we will work out a satisfactory remuneration based on salary and commission. Job is in semi-southwestern resort city of 45 thousand with ideal living conditions. Competition composed of one other station and newspaper. Confidential replies incorporating past record, background, references and snapshot to Box 892F, BROADCASTING.

Sales promotion manager wanted by 5000 watt network affiliate North Dakota. Must be experienced, have knowledge merchandising. Send reference, salary desired, photo first letter. Box 901F, BROADCASTING.

Aggressive salesman wanted for 1000 watt N. Y. state independent with accent on sports. Good market, plenty to sell. Liberal draw against commission. Send full particulars and references first letter. Box 908F, BROADCASTING.

Hawaii calls. Experienced aggressive salesman for successful, progressive, 5000 watt Mutual affiliate. Opportunity for qualified man to make good money on guarantee-commission basis. Send photo and all details KPOA, Honolulu.

Experienced time salesman, must have car. State references and full information. WWNR, Beckley, W. Va.

Announcers

All-round announcer for Texas ABC affiliate. Football announcing helpful. Box 730F, BROADCASTING.

Announcer. Opening soon for announcer with pleasing voice, capable of handling shows and news. Position permanent. Give details in first letter. Successful southwestern station. Box 818F, BROADCASTING.

1000 watt independent station wants announcer with first class ticket. Emphasis on announcing. Send details, disc, salary required. Box 836F, BROADCASTING.

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Experienced combination man, accent on announcing. Mike salesmanship essential. Send disc, all details, KPOA, Mutual, Honolulu.

Wanted. Experienced announcer. Radio Station WKEU, Griffin, Ga.

Engineer-announcer: Must have first-class F.C.C. ticket. Emphasis on announcing. Send disc, snapshot, and details first letter. Manager, WKWF, Key West, Florida.

Help Wanted (Cont'd)

Immediate opening for combination man with first class ticket; also need additional continuity writer. Send full information WRCO, Richland Center, Wisconsin.

Technical

Combination engineer-announcers: Minnesota station, network affiliate. Advise salary desired. Send audition disc, qualifications. Box 905F, BROADCASTING.

Chief engineer experienced in 5 kw Western Electric Doherty Circuit transmitter. Excellent opportunity, successful station, major market. Send qualifications and recommendations to Box 914F, BROADCASTING.

Production-Programming, others

Continuity writer. Must be experienced with ability to write good commercial copy and offer new ideas. Opportunity to write TV as well as AM copy for well-established midwest station. Send sample copy, complete background and references to Box 832F, BROADCASTING.

Wanted: Topnotch western (not hillbilly) band or group for air work on 5,000 watt midwest station. Basis of territorial jobs with own booking privilege. Send letter and audition in reply. Box 867F, BROADCASTING.

Copywriter who can write effective and selling copy in quantity on anything from lingerie to farm equipment. Must have minimum one year experience. The pay is not good . . . it's better. We prefer someone from Missouri. KNCM, Moberly, Missouri.

Commercial writer, experienced, fast typist, independent station. Start $42.50 week, $45.00 at end of one month trial. Immediate. Send samples, resume WCBA, Corning, N. Y.

Situations Wanted

Managerial

College community sought by successful small market manager 35, degree, family, 12 years broadcasting. Box 657F, BROADCASTING.

Desire change to moderate size town where preachers and hillbilly music are not cardinal sins. No newspaper affiliations. Work. Sell. Announce. Local programming success. Civic minded. Married. No drink. Just want to settle down in a nice town. Box 669F, BROADCASTING.

Manager-commercial manager. No high pressure, excellent sales record, excellent reputation with personnel. 8 years experience all phases. Box 751F, BROADCASTING.

Sales manager who in 20 years has sold millions of dollars in local time. Also year and half experience in television. Seeks job as commercial manager of substantial station or manager of a smaller station. 45 years old, married and have two children. Perfect health, complete reference, will go anywhere. Box 766F, BROADCASTING.

Manager—8 years of ability to sell, get along well with people, promote. Excellent references. East. Box 815F, BROADCASTING.

Manager — commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man with two children. Write now for complete information. Box 895F, BROADCASTING.

Manager for secondary market station. Puts emphasis on individual selling and sales organization. Presently successful station manager. Complete writing, selling, announcing background. Married, two children. Box 907F, BROADCASTING.

Station manager. Presently employed manager fulltime network station. Twenty years experience at agencies, network and stations. Family man, aged 42, desires buy and manage small station midwest area or enter partnership or syndicate with interest to manage station. Reply Box 921F, BROADCASTING.

Situations Wanted (Cont'd)

Commercial manager: I am not a program director, engineer, writer or announcer. I managed a good 5 kw network station for several years and am still a commercial manager because I am, first of all, a salesman. I know how to sell and how to help my salesmen sell and service. (Callouses on feet only.) I know the problems of local merchants as result of newspaper background and how to get national business by selling and working closely with a national representative and providing the ammunition he needs. I've had a whale of a lot of merchandising and promotion experience. I can work with people and get along with them. I've been out of radio for a while (had a fine vacation) and want back in where there is work to be done. I'd like a tough job in a competitive field with an established station inclined to pay above average only after I prove my ability to do the job. I'm 42, married. Not much resemblance to Clark Gable but some pretty good references. All my experience has been midwest. Now on the west coast and willing to go anywhere to a job that offers permanency and above average potential. Box 837F, BROADCASTING.

Can you top this? Took lowest station in market, tripled billing, cut expenses one third. Veteran, young, college graduate with proven radio experience. Desire tough market with opportunity to buy half interest and take over management. Box 937F, BROADCASTING.

Manager, of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for networks. Manager, announcer, director, writer for local stations. Television writing and directing. Never fired from a position. Would consider program directorship if opportunities and salary are right. 32 years of age. Robert D. Williams, 1842 N. Lorraine, Wichita, Kansas.

Artist's bureau manager—Hillbilly non-competitive area preferred. Will handle own promotion-publicity. Finest background. Salary and commission. Mark Rollins. Box 919F, BROADCASTING.

Salesmen

Radio salesman desires job. Experienced, car, married. Box 731F, BROADCASTING.

$$$ for you. Versatile announcer, rich deep melodious voice. Em-Cee, salesman, manager. Knowhow, sell promotional ideas to produce. Cash revenues $1600.00, $3150.00 per month. Box 891F, BROADCASTING.

Are you looking for an experienced salesman who can create, develop, sell and hold the right kind of business on your station? On a straight commission with drawing account, or a smaller commission with salary or a combination of both? If you are, then please write Box 898F, BROADCASTING.

Announcers

Sportscaster—Available football season. Experienced, employed, seeks year-round sports deal larger station, market area. News, special events, copy, control op. Aircheck discs. Min. $65 week plus talent. Box 570F, BROADCASTING.

Twelve years experience in all phases of radio broadcasting wants permanent spot on progressive station. Would like TV future. Proven morning man. Recently created one of top folk disc shows in midwest. Excellent on news and special events. Housing situation forces move. Box 665F, BROADCASTING.

General manager-chief engineer 15 years experience seeks progressive employer. Highest caliber references. Box 679F, BROADCASTING.

Announcer-accountant, 3 years radio. Competent organization. Middle east coast. Box 760F, BROADCASTING.

Top hockey announcer. Live and recreated, disc on both. Other sports. College grad. Married. Box 820F, BROADCASTING.

Announcer 3 years experience. Married, vet, 26. 1 year college. Desires part time position college town. Presently employed. Available Sept. 1st. Box 840F, BROADCASTING.

Experienced announcer. College training. Three (3) years actual work. Also sportscaster. Presently employed but available immediately. Preferably the west coast. Box 845F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, writer, news, thoro knowledge radio, good selling id imagination, ambitious, reliable, h worker. Prefer midwest. Box BROADCASTING.

Topflight staff and college basket football, AA Southern Association b ball announcer. Excellent recomme tions from radio, major league b ball and national advertising ex Seeking year-round sports and/or s that pays right. Contact Taylor, B mingham, Alabama, telephone 6617 Box 870F, BROADCASTING.

Is radio dead? If not, let me kn Announcer, copywriter, operator. years experience. Single, 25. Box 8 BROADCASTING.

Announcer, former staff 5000 watt N affiliate. Produced, sang, emceed a teur shows in Chicago nite clubs. T years college. Graduate oldest bro casting school in country. CBS structors taught all phases of bro casting. Consider all offers. Box 8 BROADCASTING.

Lined up for football? Experienc sportscaster with eastern outlet wa better location, on a salary plus tal basis. Play-by-play background in a major sports. Top references. Box 8 BROADCASTING.

Could you use 3 years announcing e perience? Friendly voice knowing a phases of radio. It will pay you t listen to my disc. Box 888F, BROA CASTING.

Sports announcer, 2½ years experien in all phases of announcing, play-b play baseball and basketball, exc lent references, hold first class licen Box 889F, BROADCASTING.

Vet, deep voiced, wants on the j training. Knowledge AM and TV broa casting. Prefer northeast, also perso interview. Married. Box 896F, BROA CASTING.

Want position with station as fo music disc jockey and featured guit playing western singer. All-round e perience. Presently employed. Box 89 BROADCASTING.

Sportscaster, experienced, employe Michigan. Family man desires pla by-play. Tape, references. Box 89 BROADCASTING.

Sports announcer: Four years expe ence writing and broadcasting fiftee minute sports commentary daily, a play-by-play experience in footba baseball, basketball and boxing. E cellent references. Box 900F, BROA CASTING.

Announcer, seeking first chance. Ma School of Announcing graduate. Tra anywhere U. S., prefer northeast. 2 married. Attended University of Pit burgh, 3 years business college, gra uating as accountant. Box 90 BROADCASTING.

Major league baseball announcer. A sports. Staff. College graduate. Ma ried. Box 910F, BROADCASTING.

Announcer. Sports, play-by-play, sta college grad, veteran, player bac ground. Box 915F, BROADCASTIN

Couple: Announcer, newsman, scripte Have own show. Mature. Top refe ences. Box 928F, BROADCASTING

Take a chance? Thoroughly schoole Some experience, hard worker. Rea to really go. Box 918F, BROADCAST ING.

Announcer-engineer. 2 years expe ence Ohio station, 1 year Florida. Mor ing man. Training in salesmansh Florida. Texas preferred, family co nections. Reference, picture, auditio disc on request. All promptly a swered. Box 927F, BROADCASTIN

Thoroughly experienced staff man avai able at once. Dependable, adult. Re erences. Box 929F, BROADCASTIN

Announcer: 3 years experience new commercials. DJ. sports. 29, marrie Box 930F, BROADCASTING.

Staff announcer, 28, single, graduat leading school, Radio City, one yea experience all phases, disc. Box 93 BROADCASTING.

Announcer, eleven years experienc Commercial, news, DJ, special even sports principally boxing and baseba Age thirty two, veteran. Desires pe manency with future. Box 93 BROADCASTING.

Thoroughly experienced sportscaste desires football and basketball play-b play. Available at end of August. Hav done college basketball and footba over regional network in one of cou try's leading conferences. Air chec available. Highest recommendation Box 935F, BROADCASTING.

Situations Wanted (Cont'd)

Vet., 25, married, desires announcing position. 2 years college, radio school grad. Will go anywhere. John Blickley, 4 Earl Ave., Bridgeport 6, Conn.

Announcer, specialize as sportscaster and newscaster, will travel. Frank Brightman, 5 Graham St., Jersey City, N. J.

Disc jockey with 30,000 records (and access to more) and volumes background material wants job where ideas, trees and people progress. Been displaced on desert six years. Did season DJ shows KDSH, Boise. Good voice, lively imagination, interesting personality. Willing to learn. In show-biz age nine until stranded here. Exempt from military duty. Age twenty eight. Clean and alert. No lush hound. Consider possibility of DJ shows tape recorded here. Library covers half century with wide variety. Capable any type disc show. Milt Hale, Burns, Oregon.

Announcer, veteran, 28, specialize commercials, news, DJ, can operate board, handle classic disc, dramatic narration. Experience limited but thoroughly trained all phases. Details, photo, audition disc on request. Roland Mattison, 2720 S. Normal Ave., Chicago 16, Ill.

Experienced staff announcer-DJ. 3 years all phases commercial AM radio. College BA; 25, responsible. Permanent. Desire southwest and west. Disc. Bob Taylor, 1309 Idlewood Avenue, Lakewood 7, Ohio.

Sports and staff announcer. 3 years experience play-by-play baseball, football, basketball, college grad., single, will travel. Contact Mike Wynn, 370 Columbus Ave., N. Y. C., Phone TR 7-2617.

Technical

Technician, 1st class telephone, young, ambitious, graduate leading engineering school. Box 623F, BROADCASTING.

Engineer, 1st phone, wants position with a growing organization. Has car and is no drifter. Box 651F, BROADCASTING.

Engineer, degree, licensed, 12 years experience in radio. Box 719F, BROADCASTING.

Engineer, experienced transmitter, remotes, console, maintenance. Married, will travel, have car. Box 737F, BROADCASTING.

Chief engineer. Completely experienced in operation, maintenance, construction complete broadcasting stations including toughest directional antennas. Excellent personnel relations. Draft proof. References? The best. Box 847F, BROADCASTING.

Engineer, first phone, 22 years old, sober, married. Some broadcast experience. Box 848F, BROADCASTING.

Engineer, licensed. Three years experience operation, maintenance, remotes. Studio controls. Temporary, permanent. Car. Box 885F, BROADCASTING.

Engineer, marine radio officer, 4 years experience. Employed at present but wants to settle down ashore. 3 years experience radar technician U. S. Air Force. 1st phone, 1st telegraph. Box 890F, BROADCASTING.

Experienced engineer—Transmitters, studios, remotes, construction, installation, first phone. Married, have car, travel anywhere, any offers. Box 903F, BROADCASTING.

Engineer, $2\frac{1}{2}$ years, transmitter, remotes, taperecorders, 3 years army radio. Graduate leading radio school. Willing to travel. Box 904F, BROADCASTING.

Engineer presently employed, age 41, desires position with progressive station. Fifteen years broadcast experience. Box 911F, BROADCASTING.

Engineer, 1st phone, veteran, 27, experience AM transmitter, remote. Technical school graduate. TV. Travel. Box 913F, BROADCASTING.

Engineer. First phone, seeks radio or television position. Graduate SRT-TV, single, car, will travel. Box 916F, BROADCASTING.

Engineer. First phone, seeks radio or television position, single, will travel. Box 917F, BROADCASTING.

Engineer first phone, 17 months transmitter, remotes, and studio at 1 kw AM. Single, veteran, age 26, have car, will travel. Box 922F, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, employed 250 w, remotes, maintenance, employer knows about advertisement. Car, married, available two weeks. Howard Solomon, WLOW, Box 363, Portsmouth, Va.

Have 1st class license, seeking engineer or combination position. No experience, but willing. Age 24, married, disc on request. John Richardson, 78th and Dodge, Omaha, Nebraska.

Holder of 1st class phone seeks permanent position in broadcasting. Engineering and announcing, will travel. Raymond Tomasjeski, 210 Second Street, Jersey City 2, N. J.

Production-Programming, others

Singer, production, program director, 6 years good general experience from sales to mike servitude. Employed. Box 740F, BROADCASTING.

Five years radio, announcing, promotion manager, program director, assistant manager. College education, married. Expert photographer. Age 30. Capable, dependable. Box 893F, BROADCASTING.

Newscaster. A reporter, not an announcer. Gather, write, deliver. Newspaper background. Prefer newspaper-affiliated station. Box 894F, BROADCASTING.

Got a grade "A" station with grade "B" programming and/or writing? Contact this experienced, family man. Crack programming knack (no announcing); top writing ability. If there's opportunity and money, write Box 902F, BROADCASTING.

Fresh appeal, continuity writer, also women's and children's programs, available immediately for midwest. Copy, disc, photo sent upon request. Box 912F, BROADCASTING.

Competent experienced newscaster, reporter and writer. Newspaper background. Proven ability. Box 931F, BROADCASTING.

Television

Salesmen

Top sales combination man. Qualified, experienced, three years radio and TV sales. Cameraman, director, boom man. Can handle any production job. Car, references. Box 926F, BROADCASTING • *TELECASTING.*

Production-Programming, others

TV copy-script by Girl Friday, 24, who's trod video writing-coproduction mill; AM news, script, continuity background. New England, upper coastal states desired. Box 936F, BROADCASTING • *TELECASTING.*

For Sale

Stations

RCA 69A distortion meter, $90.00, GR 732A distortion meter and GR 733A oscillator both for $90.00. Box 839F, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale—Like new Federal 10 kw FM broadcast transmitter 193-A with modulator 109-B; General Electric frequency and modulation meter BM-1-A; also C-100 FM antenna, consists of 8 shunt-fed radiating loops with heaters for de-icing. Overall antenna power gain 8.3; VSWR obtained during factory tuning, 0.95/1 at 100.7 megacycles. All this equipment used only two years, like new in every respect. Included are new spare parts for transmitter as recommended by manufacturer, operating instruction books and 350 feet of $3\frac{1}{8}$ inch co-ax (Andrew Company). Kankakee Daily Journal Company, Kankakee, Illinois.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Equipment, etc.

For sale. Good as new Raytheon 5 kw AM transmitter complete with spares. Write for details. Box 923F, BROADCASTING.

FM transmitter GE BT3A complete and in perfect condition. Audio rack, SE 4FA8A1 and switch, fuse panel for above. New WE 109A reproducer group complete and with 2 new unused heads and 1 head in use but perfect condition. Hewlett-Packard noise distortion analyzer in perfect condition. Bell 20 watt P. A. amplifier with 2 mike input one phono. Andrew expansion joints for $1\frac{5}{8}$ in. cable and 90° co-axial bend. Triplet multimeter model 2405. For these and other items address Beloit College, Beloit, Wisconsin.

For Sale (Cont'd)

Wanted to Buy

Stations

Radio station. Radio man now employed as station manager fulltime network station, interested buying small station midwest area or entering partnership or syndicate to manage station. Twenty years radio experience. Reply Box 920F, BROADCASTING.

Equipment, etc.

Wanted to buy. Good used 1 kw AM transmitter. Give age, manufacturer, price and list of spares in first letter. Box 924F, BROADCASTING.

Wanted to buy—Used 10 kw Western Electric FM transmitter. Give age, list of spares, selling price in first letter. Box 925F, BROADCASTING.

Miscellaneous

Edward Fridgen, contact John, KWJJ, Portland. Good news.

Situations Wanted

Salesmen

MORE STRENGTH
FOR YOUR
SALES STAFF

Ever feel that your staff has too many chiefs, too few Indians? Look at what I can offer:

- Top merchandise experience buying, selling, promotion with Macy's (world's largest store).
- Excellent stage, radio work, stage managing, directing, acting, announcing, writing.
- Administrative experience—supervised 250 men on the job.

PLUS

- Proved ability to work under round-the-clock pressure. Top references. Stable background (college grad; married; child). Living in New York; will move for the right spot. Primarily interested in sales development; moderate salary. Available for personal interview. Reply

BOX 938F,
BROADCASTING

Situations Wanted (Cont'd)

Managerial

Station Manager Available

Due to youngster's health, must move to Florida or far west areas. Presently employed as manager of fulltime 250 watt network station in midwest. 7 years experience all phases of radio with emphasis on sales. Strong community and family man. Have increased profits over 300 percent on present station in four months. Would like salary with bonus or commission on added profits. Very best of references.

BOX 886F, BROADCASTING

For Sale (Cont'd)

Equipment, etc.

For Sale

One complete General Electric 10,000 watt FM transmitter. This equipment has seen only two years service except for the 250 watt exciter which has been in service three years. Excellent condition. This equipment priced to sell.

BOX 933F,
BROADCASTING

Employment Service

TV & AM O-P-E-N-I-N-G-S:

SALES MGR.—Maj. Mkt. basic AM-TV Reg.
TOP-FLITE Agy. Cont. (N.Y. & others.)
COPY—SALES, Annr-D.J., Engrs. & COMBOS.
Home Economist & Fem. D.J.

RRR RADIO TV EMPLOYMENT BUREAU
P.O. Box 413, Phila. 5, Pa.
"5 yrs. FREE Employers Service!"

Pacific Northwest 250 Watt Station

$45,000.00

This 250 watt property is well located in a rich area in the Pacific Northwest, adjacent to a larger market. RCA throughout. Presently operating daytime. Expected to be fulltime within next thirty to forty-five days. Doing a satisfactory volume of business under absentee management. Owner-manager on the job should have money making property.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(Total U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
JUNE 18-24, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(6.2)
1	1	Lux Radio Theatre (CBS)	15.5
2	4	Walter Winchell (ABC)	12.3
3	3	Godfrey's Scouts (CBS)	11.8
4	2	My Friend Irma (CBS)	11.7
5	23	Red Skelton (CBS)	10.6
6	7	Horace Heidt Show (CBS)	10.1
7	27	Meet Corliss Archer (CBS)	10.1
8	29	This Is Your F. B. I. (ABC)	9.8
9	8	You Bet Your Life (CBS)	9.8
10	5	Bob Hawk (CBS)	9.7
EVENING, MULTI-WEEKLY (Average For All Programs)			(3.5)
1	1	Beulah (CBS)	6.4
2	4	Lone Ranger (ABC)	5.7
3	3	Counter-Spy (ABC)	5.6
WEEKDAY (Average For All Programs)			(4.5)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	8.3
2	2	Romance of Helen Trent (CBS)	8.1
3	3	Ma Perkins (CBS)	7.7
4	9	Big Sister (CBS)	7.3
5	6	Our Gal, Sunday (CBS)	7.2
6	8	Pepper Young's Family (NBC)	7.0
7	4	Wendy Warren (CBS)	6.9
8	12	Aunt Jenny (CBS)	6.8
9	15	Perry Mason (CBS)	6.8
10	10	Rosemary (CBS)	6.7
DAY, SATURDAY (Average For All Programs)			(4.7)
1	1	Armstrong Theatre (CBS)	8.4
2	2	Grand Central Station (CBS)	8.0
3	3	Stars Over Hollywood (CBS)	7.2
DAY, SUNDAY (Average For All Programs)			(2.7)
1	1	True Detective Mysteries (MBS)	6.5
2	3	Martin Kane—Private Eye (MBS)	6.3
3	2	Shadow (MBS)	6.1

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimates of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

LIFT RADIO BAN
New Argentine Policy Seen

AN ENFORCED 16-month silence imposed by Argentina on international broadcasts has been broken, temporarily at least, with the transmission of news broadcasts the week of July 9-15 by Ned Calmer for CBS and Herbert M. Clark for ABC [BROADCASTING, July 24]. The South American country has unofficially banned freedom of information for international broadcasting since March 1949.

Argentina's new policy is seen as both "tacit and temporary" since neither the government nor the local broadcasters group (Asociacion de Radiodifusion Argentina which initially invoked the ban) has rescinded the restriction in writing. Officials privately attribute this change to improved relations with the U. S. giving strength to hopes of the American Embassy that a fundamental change has been instituted.

Placing of the ban in 1949 was a retaliatory action by the local ADRA against the Inter-American Radio Assn.'s resolution condemning the lack of freedom of speech in Argentina broadcasting as seen in the refusal by the government to permit opponents of Peron's regime to air their views on the air. ADRA's restriction, denying studio and microphone facilities to any affiliate of IRA and by extension to all foreign correspondents, had official approval. With backing of the Ministry of Communications, ADRA on July 11 permitted Mr. Calmer, visiting the country for three days while on tour, to broadcast although requiring his text to be submitted for censorship 38 hours in advance. On July 14, Mr. Clark, news and radio correspondent, was permitted to broadcast for ABC with censorship delay trimmed to one hour.

RADIO HANDBOOK
Reference for Equipment

MOBILE RADIO HANDBOOK. Published by 'FM-TV Magazine,' Great Barrington, Mass. 190 pp. $2, paper cover; $4, cloth bound.

THIS is a first edition of a reference book for those concerned with communications equipment. It is edited by Milton B. Sleeper, with Jeremiah Courtney and Roy Allison as associate editors.

The volume was prepared for company executives and public officers responsible for the planning and purchase of communications equipment, as well as for communications engineers, system supervisors, operators and maintenance men.

Newspaper and Radio Station

$75,000.00

The ideal combination—located in one of the south's best rural markets. Properties are (1) a 250 watt fulltime radio station and (2) a well established leading weekly newspaper. Combined earnings $2,000.00 a month and future business indications excellent. Here is an unusual opportunity for one or two good operators. Total price for both properties $75,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

PERON NETWORK
First Link Inaugurated

NEW 20 kw transmitter, in line with plans of the Peron administration for a 20-station government radio network in Argentina, has been inaugurated at Santa Rosa. The transmitter site is 400 miles southwest of Buenos Aires in the territory of La Pampa.

Called Radio La Pampa, the new outlet shares call letters with LRA, Radio del Estado, key in the official network. Equipped with a Marconi TBM 7310 transmitter, the station will operate on 670 kc (447.8 meters) with 10 kw daytime, 20 kw nighttime.

The outlet will operate on a 12-hour schedule during the week, running two extra hours, until midnight, on Saturdays. Some programs will originate from Santa Rosa, others will be relayed from Radio del Estado in the capital. No commercials are scheduled, it was announced.

CAMPAIGN COSTS
House Votes Funds Probe

MACHINERY is being set up for a newly appointed five-man committee to look into political campaign expenditures by House members [BROADCASTING, June 26, 12]. The House Administration Committee has approved an expenditure of $40,000 for the probe group. Chairman of the committee is Rep. Mike Mansfield (D-Mont.). Other members are Reps. Frank L. Chelf (D-Ky.), Charles B. Deane (D-N. C.), John Jennings Jr. (R-Tenn.) and Frank Fellows (R-Me.).

When the funds are voted by the House, its was explained, the committee will complete selection of its staff and map an itinerary. It has been understood that the Mansfield group will investigate radio, television and other media sums spent during the campaign as well as amounts subscribed for radio and TV time by labor, corporation and other groups on behalf of any candidate.

KNAK OPTION
For Sale to Utah Labor G

TWO-YEAR option for purcha KNAK Salt Lake City for $200 by the Utah State Federatio Labor has been announced Fullmer H. Latter, Federation p ident, and Howard D. Johr founder and president of KN The option agreement is to be f with FCC promptly.

KNAK, established in 194 assigned 1 kw daytime, 500 w n directional on 1280 kc. License Granite District Radio Broadca ing Co., headed by Mr. Johnson a composed of some 25 stockhold

Mr. Latter indicated labor ha large membership in that a which would be served "by t step." He said the agreement w a "local proposition" and w have no tie-up with the Americ Federation of Labor with which t Utah group is associated.

KNAK now has a $50,000 expa sion program underway with st dios and offices being moved fr the Continental Bank Bldg. to ne quarters at its transmitter si 1016 W. 6th South St.

Other Labor Licensees

Other prominent labor uni owned stations include the Chicag Federation of Labor's (AFL WCFL Chicago, established in 19 and WFDR (FM) New Yo owned by the International Ladie Garment Workers Union (CIO ILGWU also is interested in FM station KMFV Los Angeles. UAW-CIO Broadcasting Co. operat WCUO (FM) Cleveland a WDET (FM) Detroit.

Granite District Radio has a to tal of 20,000 shares voting a 3,000 shares preferred voting sto outstanding. Mr. Johnson, presi dent, holds all of the latter pre ferred issue plus 5,195 shares vo ing. L. W. Johnson, vice preside holds 2,500 shares while Richard Connor, secretary-treasurer a general manager, holds 1,5 shares. Holding 1,000 shares ea are H. M. Buchanan and E. Minor.

HARMON NAMED
Is MPAA-'Voice' Liais

FRANCIS S. HARMON, a vi president of the Motion Pictu Assn. of America, has been nam liaison official between the mo industry and the governme Voice of America radio and fi activities program. Mr. Har is expected to confer shortly w State Dept. officials on the p gram.

Announcement was made Eric Johnston, MPAA presid before leaving for London wh he hopes to renegotiate an Ang American film agreement, wh expired July 15. Mr. Harmon w work closely with governm representatives in collaboration the joint Voice-film program.

FCC Actions

(Continued from page 62)

ecisions Cont.:

hearing in matter of revocation of ense of KFTM, now scheduled for 0 at Fort Morgan, be changed to nver, Col.

ly 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP new FM station for exten-n of completion date: WSVA-FM rrisonburg, Va.; WJPB Fairmont, Va.

STP-TV St. Paul, Minn.—Mod. CP w commercial TV station for exten-n of completion date to 3-16-51.

TENDERED FOR FILING

AM—1360 kc

KFFA Helena, Ark.—CP AM station change from 1360 kc 1 kw unl. DA-N 5 kw unl. DA-N.

ly 26 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following stations granted renewal licenses for period ending Aug. 1, 53: KAYS Hays, Kan.; KIUN Pecos, ex.; KRE Berkeley, Calif.; KWON artlesville, Okla.; WDUZ Green Bay, is.; WGRC Louisville, Ky.; WHLB irginia, Minn.; WHUN Huntingdon, a.; KFRU Columbia, Mo.; KTSW mporia, Kan.; WTCM Traverse, Mich.; TON Staunton, Va.; WSIC Statesille, N. C.

Extension Granted

KUNO Corpus Christi, Tex.—Granted mporary extension of license to ec. 1.

Renewal Granted

KLUF Galveston, Tex.—Granted renewal of license for regular period.

WHGB Harrisburg, Pa.—Same.

Temporary Extension

Following granted temporary extenon of licenses to Dec. 1: WNEX acon, Ga.; WJAC Johnstown, Pa.; KPT Kingsport, Tenn.; WAEL Mayguez, P. R.; and WJLB Detroit.

Crosley **Bcstg. Corp.**—Granted temorary extension of licenses KQA-40-44 r experimental TV relay stations to ept. 1.

Renewal Granted

Gates **Radio Co., Quincy, Ill.**—Grantd renewal of developmental broadast license KS2XAO for period ending ay 1, 1951.

Hearing Designated

WHOM Jersey City, N. J.—Designated r hearing at Jersey City on Jan. 17, 951, application for mod. of license move main studios from Jersey City New York City.

Petition Denied

KSOK Arkansas City, Kan.—By order enied petition for reconsideration and rant without hearing of application r CP to change facilities on 1280 kc kw D to 100 w-N 1 kw-LS, unl. Comission further denied SSA to operate ighttime with power of 100 w and eturned application as defective.

Hearing Designated

KAVR Havre, Mont.—Designated for hearing in Washington on Jan. 9, 1951 application to change facilities of station KAVR from 1240 kc 250 w unl. to 910 kc 1 kw-N 5 kw-D, DA-2 and made KCJB Minot, N. D. party to proceeding.

Application Dismissed

Santa Rosa Bcstg. Co., Santa Rosa, Calif.—Commission on own motion, dismissed with prejudice application. Applicant has indicated abandonment of its application, which was scheduled for further hearing Aug. 8.

July 26 Applications . . .

ACCEPTED FOR FILING

CP to Replace CP

WTIM Taylorville, Ill.—CP to replace expired CP for new station on 1410 kc 1 kw D.

AM—960 kc

WFTC Kinston, N. C.—CP AM station to change from 1230 kc 250 w unl. to 960 kc 1 kw unl. DA-N.

License Renewal

KREO Indio, Calif.—Request for license renewal.

Modification of CP

Mod. CP new FM station for extension of completion date: WJBY-FM Gadsden, Ala.; WGCH Greenwich, Conn.; WFNS-FM Burlington, N. C.; WHAT-FM Philadelphia; WISN-FM Milwaukee.

KTRB-FM Modesto, Calif.—Mod. CP FM station to change ERP to 4.65 kw.

License Renewal

KUSC Los Angeles—Request for license renewal noncommercial educational FM station.

License for CP

KANW Albuquerque, N. M.—License for CP for noncommercial educational FM station.

TV (54-60 mc)

KTSL Los Angeles—Mod. CP new commercial TV station Ch. 2 (54-60 mc) to request further facilities including ant. specifications in CP for changes. ERP 9.26 kw vis., 4.63 kw aur.

TENDERED FOR FILING

SSA—980 kc

KCIJ Shreveport, La.—Request for SSA on 980 kc 1 kw from local sunset July 25 to local sunrise CST July 26 to broadcast results primary elections for Louisiana.

APPLICATION RETURNED

License Renewal

KREO Indio, Calif.—RETURNED request for license renewal AM station.

July 27 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following were granted renewal of licenses for period ending Aug. 1, 1953: KRLN Canon City, Colo.; KKIN Visalia, Calif.; KIFI Idaho Falls; KWIN Ashland, Ore.; KWLK Longview, Wash.; WATW Ashland, Wis.; WELM Elmira, N. Y.; WGYV Greenville, Ala.; WMSL Decatur, Ala.; WJLD Bessemer, Ala.; WICH Norwich, Conn.; WBNY Buffalo; KEBE Jacksonville, Tex.; KRPL Moscow, Ida.; KVOP Plainview, Tex.; KXLK Great Falls, Mont.; WHLF South Boston, Va.; WXAL Demopolis, Ala.; WDAS Philadelphia.

Following granted temporary extension of licenses for period ending Dec. 1: KRUN Ballinger, Tex.; KTXC Big Spring, Tex.; WDUN Gainesville, Ga.; WMBC Macon, Miss.; WJQS Jackson, Miss.; KALA Sitka, Alaska; KCLF Clifton, Ariz.; KDWT Stamford, Tex.; KNOX Grand Forks, N. D.; KODI Cody, Wyo.; KUGN Eugene, Ore.; KXGN Glendive, Mont.; WBSC Bennettsville, S. C.; WCOH Newnan, Ga.; WHCC Waynesville, N. C.; KTRC Santa Fe, N. M.; KSPA Santa Paula, Calif.; WJHO Opelika, Ala.; KVFD Fort Dodge, Iowa; WALE Fall River, Mass.; KREO Indio, Calif.; WPCF Panama City, Fla.; KTFS Texarkana, Tex.; WRJN Racine, Wis.; KOKO La Junta, Col.; KENO Las Vegas, Nev.; WATL-FM Atlanta.

July 27 Applications . . .

ACCEPTED FOR FILING

AM—560 kc

WOOF Dothan, Ala.—CP AM station to change from 560 kc 1 kw D to 560 kc 5 kw D.

AM—1560 kc

Southwest Bcstg. Co., Orange, Calif.—CP new AM station 1560 kc, 1 kw D AMENDED to change name of applicant from Bernard Corren, Sidney

(Continued on page 72)

'VOICE' CHARGED

Gould Hits Red Material

CHARGE that State Dept.'s Voice of America has inadvertently carried summaries of Communist radio and newspaper propaganda, without refutation, in regular series of two-way transmissions between its New York headquarters and European staff was leveled last week in a *New York Times* article.

Foy Kohler, chief of the International Broadcasting Division, confirmed the story as substantially correct but hastily added that the transmissions are "not easy to pick up" and are "very easily indentified." The situation is being remedied through use of "scrambling" equipment, he stated.

The charge was printed in a column by Jack Gould, *Times* radio columnist. Mr. Gould said it was clearly evident that the information was intended for use by IBD language desks in New York but stated that the immediate result enabled any listener to hear "straight Communist propaganda without challenge, refutation or denial."

The "gratis transmission of the Communist line," he said, became known through monitoring of the 15 mc shortwave band Wednesday morning. The "fill-in" consisted of reviews of Communist propaganda the past 24 hours, with identification of the overseas outlet as "an American relay station in Europe."

Mr. Kohler noted the transmissions are conducted on a "very obscure channel" and said that IBD for sometime has realized they could be overheard.

CHNS
HALIFAX NOVA SCOTIA
A **CAPITAL** Station
In A **CAPITAL** City gets
You **CAPITAL** Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
- ENGLISH
- JEWISH
- ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
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HENRY GREENFIELD, Mg. Director N.Y.19

Mr. Time Buyer:
Before you run off on your vacations check your Fall schedules against this!
BIGGEST RADIO BARGAIN IN THE U.S. TODAY!
1-MINUTE SPOTS ON 50,000 WATTS
WNOE-NEW ORLEANS
ONLY $13.00 EACH (360 TIME RATE)
Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)
25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

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MBS MBS
NATIONAL REPRESENTATIVES
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50,000 Watts Daytime —
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20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
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DANVILLE, VA.
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WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score SUMMARY TO JULY 26

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Appli-cations Pending	In Hearing
AM stations	2,147	2,126	182		290	259
FM stations	690	498	226	3*	18	13
Tv stations	106	48	61		353	182

*Two on the air.

• • •

Docket Actions . . .

INITIAL DECISIONS

WRIB Providence, R. I.—Announced initial decision by examiner Leo Resnick to grant application of WRIB to modify its CP so as to change power from 250 w day to 1 kw day on 1220 kc. Change transmitter location and make antenna changes. Decision July 21.

ORDER

Pacifica Foundation, Richmond, Calif.—Commission by decision and order adopted initial decision of June 23 severing application of Pacifica Foundation from proceeding in which it was heard and denied request for new station at Richmond on 710 kc, 1 kw day. Order July 24.

Non-Docket Actions . . .

AM GRANTS

Flagstaff, Ariz.—Flagstaff Bcstg. Co., granted new AM station on 1450 kc, 250 w fulltime. Partnership includes: Eugene C. Phillipi, technical director at WNBK (TV) Cleveland, 50%; Alan J. Gardiner, electronic circuit development engineer for General Electric Co., 20%; Mary Jane Phillippi, ex-women's director for WSRS (FM) Cleveland, 5%; Anton S. Holm, real estate salesman, 10% and William A. Howard, WNBK maintenance supervisor, 10% (proposed). Firm had bid $3,000 for facilities of bankrupt KWRZ there. Granted July 24.

Forest Grove, Ore. — Irving V. Schmidtke, granted new AM station 1570 kc, 250 w fulltime. Estimated construction cost $8,500. Mr. Schmidtke owns Smitty's Radio Clinic (radio servicing). Granted July 24.

Quanah, Tex.—Orville L. Jenkins, granted new AM station 1150 kc, 500 w fulltime. Estimated construction cost $11,525. Grantee is owner, Jenkins Radio and Appliance Co., Chickasha, Okla. Granted July 24.

Metropolis, Ill.—Fort Massac Bcstg. Co., granted new AM station on 920 kc, 500 w fulltime. Estimated construction cost $17,732.11. Principals include: James H. Firmin, instructor at Indiana U., 16⅔% president; Walter H. Firmin, vice president Wyoming Tie and Timber Co.; Noah J. Korte, National State Bank, president; Bernard Lurie, owner Good Luck Glove Co.; S. F. Chase, Metropolis Bending Co. (wood products); Eddie Clark, secretary and manager Massac Theatres; Robert V. Gillespie, farming; William R. Tiner, secretary-treasurer, Bonifield Brothers; J. B. Humma, owner Humma Drug Store; and Elva M. Firmin housewife. Each holds 8⅓% with exception of James H. Firmin. Granted July 24.

Seymour, Tex.—William C. Moss, granted new AM station 1230 kc, 100 w fulltime. Estimated construction cost $10,511. Mr. Moss, individual owner, is a salesman for Curtiss Candy Co., Dallas. Granted July 26.

Moorefield, W. Va.—Lost River Bcstg. Corp., granted new station on 790 kc, 1 kw fulltime. Estimated construction cost $20,908. Principals in corporation include: R. E. Fisher, director South Branch Valley National Bank, 50% owner South Branch Realty Co., 33⅓% Moorefield Examiner, 50% interest South Branch Air Service, president; Mrs. S. A. McCoy, 33⅓% owner Moorefield Examiner; Katherine Fisher, secretary-treasurer; J. G. Freeland, chief operator and service technician WRMP Romney, Va. State Police Radio Station, vice president. Granted July 24.

KVIM New Iberia, La.—Queen City Bcstg. Co., granted reinstatement of CP for new station on 1570 kc, 1 kw day. Granted July 24.

Saunder's Bcstg. Co., Flagstaff, Ariz.—Granted switch in facilities from 1220 kc, 250 w fulltime to 1340 kc with same power. Granted July 24.

KOJM Havre, Mont.—Granted switch in facilties from 730 kc 1 kw day to 610 kc 1 kw fulltime, directional. Conditions. Granted July 24.

KFDX Wichita Falls, Tex.—Granted switch in facilities from 990 kc, 5 kw D, 1 kw-N directional to 10 kw day. No change in night operation. Granted July 24.

KRES St. Joseph, Mo.—Granted switch in facilities from 1230 kc, 250 w fulltime to 1550 kc, 5 kw fulltime, directional night. Granted July 24.

KFDR Grand Coulee, Wash.—Granted change in hours of operation from specified hours to unlimited on 1400 kc, 250 w. Granted July 24.

KCBS San Jose, Calif.—Granted switch in facilities from 740 kc 5 kw fulltime at San Jose to 740 kc, 50 kw fulltime at San Francisco.

TRANSFER GRANTS

WDSG Dyersburg, Tenn.—Granted transfer of control in State Gazette Bcstg. Co., licensee, from S. D. Wooten Jr. to Russell M. D. Bruce and A. L. Ward. Mr. Bruce and Mr. Ward purchased 33 sh. of stock for $7,000. Sale took place in December 1949 and transfer was filed to conform with FCC regulations. Granted July 24. WSDG is assigned 250 w fulltime on 1450 kc.

WLBE Eustis, Fla.—Granted transfer of 80% stock in WLBE Inc., licensee, from Paul Hunter to his wife Eleanor Hunter. Mrs. Hunter has acted as general manager and in division of assets with Mr. Hunter, selected, and was granted, stock in the station. WLBE is assigned 790 kc, 1 kw fulltime, directional. Granted July 24.

WEVE Eveleth, Minn.; WDSM Superior, Wis.—Granted transfer of control in Ridson Inc., licensee to Northwest Publications Inc. All transferors in Ridson Inc., are either directors or officers in Northwest Publications and because of increased responsibilities in newspaper business, wished to liquidate financial investment through transfer. Consideration $84,000. WEVE is assigned 250 w fulltime on 1340 kc; WDSM is assigned 250 w fulltime on 1230 kc. Granted July 24.

KITO San Bernardino, Calif.—Granted assignment of license from San Bernardino Bcstg. Co. Inc., licensee, to new corporation KITO Inc. for $143,000. Principals in new corporation are: H. G. Wall, former owner 75% WIBC Indianapolis and 37% owner WDSU New Orleans, now retired, vice president and treasurer 36 sh.; J. J. Flanigan, former general manager WCNT Centralia, Ill., and ex-assistant manager WDSU, president 79 sh. Margaret B. Wall, wife of H. G. Wall, secretary 45 sh. KITO is assigned 5 kw fulltime on 1290 kc. Granted July 26.

WOIC (TV) Washington, D. C.—Granted assignment of license from General Teleradio Inc., licensee to WTOP Inc. for $1,400,000. WTOP Inc., is owned 50% by The Washington Post Co., and 45% by Columbia Bcstg. System. See story this issue. Gr
July 26.

KOKO La Junta, Col.—Granted t
fer of control in Southwest Bcstg.
licensee from Ellis P. Lupton
Douglas Kahle for consideration
$12,500. Mr. Kahle presently owns
and grant gives him controlling i
est of 51%. KOKO is assigned 2
fulltime on 1400 kc. Granted July

WKOY Bluefield, W. Va.—Gra
acquisition of control in WKOY
by J. Lindsey Alley through purc
of 23⅓% stock for $5,833. Ownersh
now Mr. Alley 56⅔% (controlling
terest); Odes E. Robinson 10%;
Bernard Jarrett 33⅓%. Concur
with transfer grant FCC issued
denying petition of E. Bernard Ja
requesting action be delayed or d
nate same for hearing. WKOY
assigned 1240 kc, 250 w fulltime. Gr
ed July 24.

WMLT Dublin, Ga.—Granted tra
of control in Dublin Bcstg. Co,
censee, from George T. Morris to
son W. Newton Morris through a n
ber of stock transfers dating back
December 1949. WMLT is assigned
w fulltime on 1340 kc. Granted July

KSLO Opelousas, La.—Granted a
signment of license of KSLO Bc
Co., licensee, from a co-partner
composed of Hugh O. Jones, Wi
E. Jones and Sarah Stewart Jones
William E. Jones d/b as KSLO Bc
Co. Sarah Jones receives $100 for h
interest in station. Hugh O. Jo
transfers his 55% interest to William
Jones in transaction transfer
WGCM Gulfport, Miss. to Hugh
Jones. KSLO operates with 250 w fu
time on 1230 kc. Granted July 24.

WGCM Gulfport, Miss.—Granted a
signment of license from WGCM Bc
Co., licensee, co-partnership of H
O. and William E. Jones to Hugh
Jones tr/as WGCM Bcstg. Co. Conside
ation is $1,500 and 55% interest of H
O. Jones in KSLO Opelousas. See tra
fer above, purpose of which is t
seperate ownership and control
two stations. WGCM is assigned 25
fulltime on 1240 kc. Granted July 2

WKRT-AM-FM Cortland, N. Y.-
Granted assignment of licenses fr
Cortland Bcstg. Corp., licensee, t
Radio Cortland Inc., for $100,000. Pri
cipals in new corporation inclu
Leighton A. Hope, National City Ba
of New York, overseas branch fr
1946 to 1950, president 33⅓%; Rob
M. Hope, general manager WWW
Jasper, Ala., vice president 33⅓
Polly G. Hope, secretary 33⅓
Gerald Mayer, president and gener
manager WKRT wishes to devote m
time to his law practice. WKRT i
assigned 1 kw day 500 w night o
920 kc. Granted July 24.

WFGM Fitchburg, Mass.—Gran
assignment of license from Donald
Coleman Jr., Albert E. Keleher Jr.,
Gordon Keyworth and James L. Spa
d/b as Wachusett Bcstg. Corp. to n
corporation. Mr. Spates withdraws a
receives $1,100 amount paid by him
company. The amounts to be paid
stock issued the others represents
services rendered or sums paid out
each party. Ownership now includ
Donald Coleman 12%; Albert E. Kele
25% and Ansel E. Gridley 63%. Co
porate form has been adopted as m
appropriate means of conducting b
ness. WFGM is assigned 1 kw day
1580 kc. Granted July 24.

KTXN Austin, Tex.—Granted tr
fer of control in Radio KTXN Inc.,
censee, from present stockholders
Edward C. James for consideration
$2,759. Mr. James, is owner Cons
dated Venetian Blind Co. Inc., Hous
and owner Eagle Rock Ranch.
radio interests include 76.25% KC
San Marcos. KTXN is assigned 1
day on 1370 kc. Granted July 24.

KXLO Lewistown, Mont. — Gran
assignment of license from William
Kelly and Victor J. Morgan d/b
Montana Bcstg. Co., licensee, to W
liam G. Kelly for $8,500. KXLO op
ates with 250 w unlimited on 1240
Granted July 24.

WVMI Biloxi, Miss.—Granted ass
ment of license from James H. McK
Odes E. Robinson and G. E. Hol
d/b as Radio Associates to new corp
tion of same individuals Radio As
ciates Inc. WVMI is assigned 1 kw
on 570 kc. Granted July 24.

WHBT Harriman, Tenn.—Granted
quisition of control in Harriman Bc

FCC Actions

(Continued from page 71)

Applications Cont.:

Kerner, Saul Levine and A. Milton Miller a partnership d/b as Southwest Bcstg. Co. to new partnership of same name and partners with exception of Sidney Kerner.

AM—1360 kc

KFFA Helena, Ark.—CP AM station to change from 1360 kc 1 kw unl. DA-N to 1360 kc 5 kw-D 1 kw-N DA-N.

License for CP

WHIP Mooresville, N. C.—License for CP new AM station.

Modification of CP

WPRT Prestonsburg, Ky.—Mod. CP new AM station for extension of completion date.

Mod. CP FM station for extension of completion date: KFEL-FM Denver, Col.; KFGQ-FM Boone, Ia.; WINR-FM Binghamton, N. Y.

License for CP

KCRK Cedars Rapids, Ia.—License for CP new FM station.

85 Stations In 16 States
Rave about the Ratings on

"FIGHT *of the* **WEEK"**

Every Monday Nite At 10 p.m.
Blow by Blow Direct
From The Scene of Action

(Such Great Fights As)

KID GAVILAN vs. BOBBY MANN
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When It's **BMI** *It's Yours*

Another BMI "Pin-Up" Hit—Published by Spencer

GOODNIGHT, IRENE

On Records: Gordon Jenkins-The Weavers—Dec. 27007; Frank Sinatra-Mitch Miller—Col. 38892; Alexander Bros.—Mercury 5448; Dennis Day—Vic. (soon to be released); Red Foley-Ernest Tubb—Dec. 46255; Gunter Lee Carr—Dec. 48167; Jo Stafford—Cap. 1142.

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Murray Hill 2-8755

., licensee, from J. B. Brewer, Ben-e Hamilton, J. M. Hickman, Neil L. ields and L. A. Shivers to F. L. rowder for consideration of $20,000. r. Crowder is president of WHBT and rior to grant was 20% stockholder. HBT is assigned 250 w fulltime on 30 kc. Granted July 24.

ew Applications . . .

AM APPLICATIONS

Erie, Pa.—Myron Jones, 1400 kc 250 unlimited. Estimated construction st $7,300. Mr. Jones, individual own- is employed in Engineering Dept. FMJ Youngstown, Ohio. Filed July 21.

Lawrenceburg, Tenn. — Lawrence ounty Bcstg. Co., 1230 kc, 250 w un-mited. Estimated construction cost ,000. Principals include: J. L. Harri-n, employe of WJJM Lewisburg, enn.; J. E. Sowell, chief engineer JJM; Harold Twitty, writer for Chat-nooga Times and R. C. Wiley, em-loye WJJM. Filed July 21.

Clarksdale, Miss.—Clarksdale Bcstg. o., 1230 kc, 250 w unlimited. Esti-ated construction cost $9,831.67. Cy . Bahakel, individual applicant is li-ensee WABG Greenwood, Miss., WKOZ osciusko,, 51% owner WCLD Cleve-nd. Mr. Bahakel will file shortly to ispose of his interest in WCLD. Filed uly 25.

Albuquerque, N. M.—Frank Quinn, 290 kc, 1 kw day. Estimated construc-on cost $19,310. Mr. Quinn from 1939 1947 was general manager KOB Al-uquerque. He is 1950 campaign man-ger, people's ticket Albuquerque city lection. Filed July 25.

South Gate, Calif.—Southeast Dis-rict Radio and Telecasting Corp. Inc., 190 kc, 1 kw day. Estimated construc-on cost $43,622. Stockholders in cor-oration include: Jobe L. Hamman, wner J. L. Hamman Plumbing Co., resident 10%; Dr. Hugh L. Brown, octor, 51%; John H. LeGrand, Secre-ary South Gate Chamber of Commerce, % and Melvin Sullivan, electrical con-ractor and sound engineer, 14%. Filed uly 26.

Central City, Ky.—Muhlenberg Coun-y Bcstg. Co., 1380 kc 500 w D. Cost of construction estimate not available. Principals include: Lawrence W. Hager, 26⅔%, W. Bruce Hager, 26⅔%, George M. Fuqua, 13⅓% and Hugh O. Potter, 33⅓%. All with exception of Mr. Pot-ter are stockholders in WOMI. Owens-boro. Mr. Potter is general and com-mercial manager WOMI. Filed July 26.

Farmington, N. M.—Phillip R. Hurl-but, 1240 kc, 250 w unlimited. Esti-mated cost of construction: $6,650. Mr. Hurlbut, individual owner was engineer of KOPO Tucson in 1949, he helped to build KTKT Tucson, and acted as gen-eral manager through March 15, 1950. He is presently trying to nullify pro-posal that he take ⅓ interest in sta-tion for services rendered. Filed July 27.

FM APPLICATION

Evansville, Ind.—Evansville College, noncommercial educational FM station to operate on frequency assigned by FCC. ERP 1.92 kw. Filed July 27.

AQUATENNIAL

WCCO Reports Full Coverage

CLIMAXED by a broadcast from the coronation ball last Friday, "all-out" coverage of the Minne-apolis Aquatennial was given by WCCO Minneapolis, according to station executives [BROADCASTING, July 17].

WCCO opened coverage of the 10-day event July 21 when Stew MacPherson described the finish of the Paul Bunyan Canoe Derby. Three half-hours of a WCCO two-hour broadcast from the Minne-apolis Auditorium July 22 were sponsored by the Atwood Coffee Co., Ford Dealers Assn. and Peters Meat Products Inc.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

FCC PROCESSING

AM Lines Consolidate To Level Workload

INDICATION that FCC's work load in processing AM applications is approaching normalcy after the postwar new-station boom was seen last week in the Commission's consolidation of its two AM application processing lines into a single line.

Processing line 1, which had included applications of a simple engineering nature, and line 2, including applications of complex engineering nature, were instituted by the Commission in August 1946 to speed handling of the postwar rush of requests for new stations and changes in facilities for existing outlets [BROADCASTING, Aug. 19, 1946]. In use, the processing line assures that each application receives fair attention in its turn according to the file number assigned when it is accepted by the Commission.

Commission spokesmen stated no other changes are involved in FCC's handling of standard applications aside from the consolidation of the two processing lines.

FCC reported that as of July 24 there were a total of 30 new station bids and 20 requests to change existing station facilities awaiting engineering action in the consolidated processing line. As of the same date there were approximately 290 new AM station requests pending before the Commission, with 260 in hearing status. Applications in hearing are not part of the processing line, it was explained.

In FCC's pending file of applications awaiting decision in the daytime skywave case, part of the long-pending clear channel proceeding, there were reported 52 new-station bids and 29 requests to change existing facilities. In the pending file for other reasons, either on the request of the Commission or the applicant, were reported 13 new-station bids and 19 requests for changes of facilities. Applications have been partly processed or not yet handled.

Before the two lines were consolidated, FCC indicated, there were in line 1 some 40 applications for new stations and changes and in line 2 some 19 applications. Of those in line 1, it was explained, four had not yet been given file numbers, while in line 2 five had not received file numbers.

In August 1946 when the two lines were established there were a total of 134 applications in line 1 and 130 in line 2. In addition, 64 applications had been approved engineering-wise and were up for study by law and accounting departments while 27 were in the pending file for other reasons and 504 applications were in hearing.

Because the consolidation was considered by FCC as a procedural action, the Commission effected it immediately by amending Sec. 1.373 of its rules and regulations.

FCC '51 FUNDS

Clear Senate Debate

FUNDS earmarked for operation of FCC in 1951 cleared Senate debate last week as the legislators completed study of the major portions of the omnibus funds bill [BROADCASTING, July 17].

The single-package measure would allot the Commission $6,600,000 with an additional $25,000 for outside services for a survey of the ways and means in expediting business operations. This would permit FCC to function with an actual operating budget somewhat less than that for the past fiscal year which ended June 30.

No attempts were made in the upper branch of Congress to strike out provisions of the bill dealing with independent offices as reported July 8 by Sen. Kenneth McKellar (D-Tenn.), chairman of the Senate Appropriations Committee. The overall figure approved by the appriations group in the Senate was identical to that passed by the House.

Still facing the bill, however, were demands for a blanket 10% cut on all non-military agencies. Attempts toward that end were expected during Senate debate on the omnibus funds measure this week.

L.A. MASS MEET

Last Minute Cancellation

MASS MEETING which had been scheduled in Los Angeles the night of July 20 to demand Congressional investigation of FCC and urge ouster of "traitors and appeasers" from federal agencies [BROADCASTING, July 24] was called off at the last minute after Hollywood Post of American Legion refused use of its hall.

Resolutions were reported to have been prepared citing "current harrassment" of G. A. (Dick) Richards in FCC's current hearing on his news policies (see story page 28) and demanding that "the protection of Communism by certain networks and leftwing bias of FCC be given a thorough airing by Congress."

License Fees

(Continued from page 28)

in the day-to-day operation of the government.

Letters have been sent by the Senate group to committee chairmen including Sen. Johnson. They direct attention to that part of the report touching upon the agency under the chairman's wing.

Originally, the Expenditures Committee had planned to introduce legislation. But on further study it decided in executive session to publish the report as a "useful guide to the standing committees of the Congress having . . . jurisdictional authority" and recommended that they "explore such possibilities in their respective jurisdictions with the view of incorporating in new or existing legislation such provisions as may be pertinent and necessary to accomplish the end desired."

FTC Not Included

The report noted that FTC would not be included among agencies which provide services to special interests and thus cleared that agency from any proposed fees assessments.

In the House, status of a measure to impose fees on license applications remained unchanged. The bill (HR 7711) by Rep. Cecil R. King (D-Calif.) would direct a Treasury Dept. study on methods of collecting fees and charges not now assessed. It is in the hands of the House Ways and Means Committee which has not yet considered it. The group also is waiting for recommendations of the Treasury Dept. and the Budget Bureau on the legislation's feasibility [BROADCASTING, June 12].

CHANNEL FOR UN

FCC Reserves Class B FM

RESERVATION of Class B FM Channel 206 (89.1 mc) for use by the United Nations at its new headquarters building in New York was reported by FCC last week in an amendment to the Commission's rules and regulations effective Sept. 5. The reservation, proposed by FCC in May [BROADCASTING, May 22], was not opposed.

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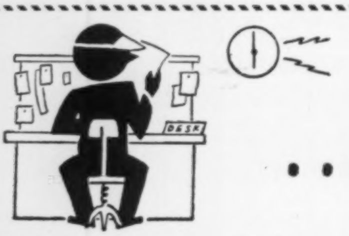


. . . at deadline

TWO NEW AM STATIONS AUTHORIZED BY FCC

TWO NEW AM stations authorized by FCC Friday in final decisions, one to Conway Broadcasting Co. for 250 w fulltime on 1230 kc at Conway, Ark., and other to George F. Haddican for 250 w fulltime on 1340 kc at Delano, Calif. Competitive bid of Faulkner County Broadcasting Co. at Conway was denied. FCC preferred Conway Broadcasting because of greater local ownership.

Initial decision to grant WJOC Jamestown, N. Y., change from 1 kw day on 1470 kc to 250 w fulltime on 1340 kc was set aside by FCC and remanded to hearing examiner for further hearing to introduce new evidence on soil conductivity in U. S. WJOC wished to show no interference would occur to CKOX Woodstock, Canada. FCC also dismissed as moot petitions from four Toledo applicants protesting approval of DA system of WMBD Peoria, Ill., and DA was conditionally approved. WMBD is on 1470 kc with 5 kw fulltime.

Hearing examiner in Delano case had ruled in initial decision to deny grant to Mr. Haddican on grounds of alleged inconsistencies in financial representations to FCC, but Commission found examiner's "construction of these factors attached to them a significance which is not warranted under the circumstances."

RADIO FREE EUROPE STARTS FUND DRIVE

FIRST STEPS in campaign to promote broadcasts of news and information behind Iron Curtain of Russia and her satellites [BROADCASTING, July 17] taken in Chicago by more than 50 civic leaders from many sections of country.

Gen. Lucius D. Clay, former military governor in Germany and now chairman of "Crusade for Freedom," explained that the crusade hopes to enroll hundreds of thousands of Americans who will give support to campaign to set up chain of short-wave stations in Europe, and later in Asia. Stations, independent of Voice of America, would carry voices of exiles and refugees back to their enslaved fellow citizens, he said. Programs of new system, to be called Radio Free Europe, also would carry satires on Soviet propaganda, music, dramas and recorded and live interviews with exiled national leaders.

RCA GROSS TOPS $248 MILLION

GROSS income of $248,784,358 in first half of 1950 reported Friday by RCA. Gross in first half of 1949 was $187,257,987. Net income was $20,961,643 in first half of 1950 compared with $10,122,049 in first half 1949. Consolidated report included contributions of NBC and other subsidiaries for which individual figures not revealed.

ABC-TV FOOTBALL SERIES

SYNDICATED film series of highlights of weekly National Professional Football League games will be offered by ABC to TV affiliates beginning Sept. 11. *Crusade in Europe*, now in second run on syndicate basis, will be offered for third run by ABC-TV beginning next fall.

1950 TV SET OUTPUT ALREADY EQUALS 1949's

TV SET production for first half of 1950 equalled that of all 1949, setting new industry record of nearly 3,100,000 receivers as of July 1, Radio-Television Mfrs. Assn. announced Friday. Radio set output, sales of radio receiving tubes and TV set shipments for May also showed substantial increases. Radio receiver production jumped about 50% in midyear comparisons.

June TV set figures placed at 388,962, and six-month RTMA-member total at 2,413,145 compared to 913,071 for first half last year.

RTMA member companies reported manufacture of 5,228,170 radio sets (auto, portable, conventional home-type) for first half compared to 3,481,858 same period last year. FM and AM-FM receivers totaled 539,852—boost of more than 115,000 over output in 1949 period. Total of 225,673—over 10% of all TV sets reported—had FM.

Radio receiving tubes continued at record level in June, recording 32,480,668 units compared with 13,923,885 for June 1949. 1950 first half-year sales totaled 170,375,921—double sales of tubes during 1949 period.

Breakdown of radio-TV set production reported to RTMA for first half of 1950:

	TV	Home Radio Sets (Including Portables)	Automobile Sets	All Sets
Jan.	335,588	470,715	189,480	995,783
Feb.	367,065	529,254	221,139	1,117,458
*March	525,277	724,691	255,673	1,505,641
April	420,026	648,352	234,354	1,302,732
May	376,227	693,592	206,464	1,276,283
June	388,962	784,108	270,348	1,443,418
TOTALS	2,413,145	3,850,712	1,377,458	7,641,315

*Five weeks

GM EXCEEDS $13 MILLION

GENERAL MILLS, Minneapolis, will report yearly earnings of $13,251,218 today (Monday) at annual stockholders meeting, compared with $11,654,036 last year. Total sales—$395,834,706. Earnings per share of common stock were $5.87, contrasted to $5.11 previously. Wages and salaries reported highest in company history. Direct government taxes, $10,568,126 compared with $8,738,041, approximated $5.25 per share common stock. General Mills' Board Chairman Harry A. Bullis and President Leslie N. Perrin announced GM's net worth as nearing $100 million.

UDELL BUYS WIMS

WILLIAM M. UDELL, president of Battle Creek, Mich., *Lakeview News*, has purchased WIMS-AM-FM Michigan City, Ind., for $98,000 from O. E. Richardson and associates, subject to FCC approval. WIMS assigned 1 kw day on 1420 kc, holds permit for 1 kw day, 500 w night, fulltime on channel. Active in radio many years, Mr. Udell was former program director at WLOL Minneapolis-St. Paul. Sale handled by Blackburn-Hamilton Co.

SERVICES HELD FOR CHAPMAN

FUNERAL SERVICES for George Chapman, 54, head of Chicago advertising agency bearing his name, were held Friday in Chicago. Mr. Chapman died while vacationing at Eagle River, Wis.

Closed Circuit

(Continued from page 4)

will leave before survey of broadcast acti starts. He's joining Booz, Allen & Ham management consulting firm which ha recent NBC reorganization, about mid-Au But first, under directive from Chairman he's making preliminary study to see w functions of FCC should be included in st looking toward creation of Broadcast Bu

ONE OF biggest single-station football tracts for upcoming season has been c by KTOK Oklahoma City with Chev Dealers Assn. Format and commercials been worked out by Edgar T. Bell, KTOK eral manager, with Campbell-Ewald, De Package involves about $30,000.

FCC this week will become possessor of complete sets of BMB's state area rep Ken Baker, acting BMB president and research director, is presenting volume Chairman Coy.

KTSL (Don Lee TV) Los Angeles unders to have gotten $13,000 spot contract Quaker Oats out of $20,000 allocation for tional spot. Schedule of five spots weekl start today (July 31) for 26 weeks. Age Sherman & Marquette, Chicago. John B representative.

GENERAL ELECTRIC BULBS thro BBDO, New York, planning 15-week spot announcement campaign in 32 mark starting Sept. 11.

TWO LONG-STANDING items of unfinis business at FCC due soon to be writte via final decisions—WCAR Pontiac's appl tion to move to Detroit, and WMEX Bost complex and hoary renewal bid. Both co ered likely to get FCC approval.

COMPTON ADV. AGENCY, New York, paring spot radio campaign for Procte Gamble's Drene in about 50 eastern mar starting Aug. 21.

WMAL-TV Washington, *Evening Star* v outlet and ABC-TV affiliate, will close sometime this week for rental rights to C Chase Ice Palace. Price undisclosed. Sta plans to use building for all types of rem TV shows.

HAND behind latest anti-network blast Rep. Harry R. Sheppard (D-Calif.) is g erally identified as that of Gordon Bro WSAY Rochester, persistent and vocal work critic whose travails were among th cited by Rep. Sheppard [BROADCASTING, J 24].

SHARKEY FILES SUIT

JACK SHARKEY, filing suit in New Y Federal Court for $300,000 against N Chesebrough Mfg. Co. and McCann-Erick alleges telecast of his old fight films on N TV's *Greatest Fights of the Century* last sea constituted improper use. Although compl named McCann-Erickson as defendant, it Cayton Inc. which placed program. McCa Erickson is agency for other Chesebro business. Action raises question of pa participant for TV use of old sports films.

MAURICE GAFFNEY DIES

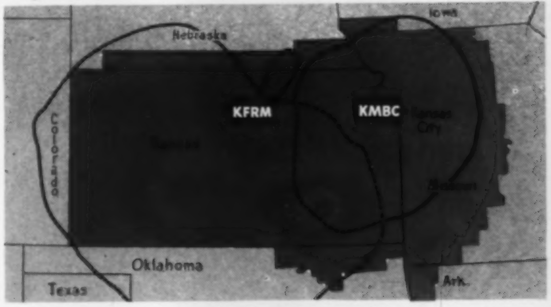
MAURICE L. GAFFNEY, 46, ABC dire of sales presentations, died of heart att Thursday night. Mr. Gaffney joined A in 1946 after seven years of service with C Surviving are widow, Kathryn, and f children.

XUM

THE KANSAS CITY MARKET
Does Not Run in Circles!

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!



Daytime half-millivolt contours shown in black.

Is The Team's great potential audience responsive, you may ask?

Last year the program "Rhymaline Time" alone—broadcast each weekday morning 7:30 to 8:15—pulled 24,082 responses. 22,892 of these cards and letters came from the Kansas City Primary Trade Area (shown in red) representing all but 8 counties within The Team's half-millivolt daytime contours.

Currently the response is running even greater, with the lusty two-year old KFRM pulling 35%.

The Conlan 1950 Spring KFRM Area Survey proves that The Team retained first place among all broadcasters serving the area, and leads the closest Kansas City competitor 5 to 1.

To examine this proof, contact KMBC-KFRM, or any Free & Peters "Colonel".

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE **PROGRAMMED BY KMBC**